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Aptela CTO Mahesh Paolini-Subramanya to Speak at ClueCon 2010

Herndon, Va., July 29, 2010 — Aptela, a leading provider of business-class phone services to small businesses and mobile workers nationwide, today announced that Mahesh Paolini-Subramanya is scheduled to speak at the 2010 ClueCon Telephony Developers Conference in Chicago, August 3-5. Aptela's Chief Technology Officer since 2001, Mr. Paolini-Subramanya is a recognized thought leader in both VoIP and cloud computing.

Aptela's participation in ClueCon comes on the heels of the recent launch of its innovative, new calling platform – Aptela v5.0. The Aptela v5.0 platform demonstrates the power of cloud computing with horizontal scaling, robust fault-tolerance and a remarkably high degree of concurrency. Mr. Paolini-Subramanya's session—*Calling Meets the Cloud: Using CouchDB, Erlang and FreeSWITCH to Massively Scale Aptela's New Calling Platform*—begins at 11 am CST on August 3rd at the Trump International Hotel & Tower in Chicago. Attendees will learn about Aptela's architecture, including design decisions, platform choices, and the challenges Aptela faced when developing a fully cloud-based telephony service.

"At Aptela, we have implemented a true server-side telephony cloud. We didn't - like so many others - just market a hosted platform as a 'Cloud' solution," says Mr. Paolini-Subramanya. "Our new Aptela v5.0 platform is, by far, the most robust, scalable, and fault-tolerant communications solution available today for small businesses."

The Aptela v5.0 platform incorporates the FreeSWITCH platform for basic call handling. Most platforms focus on delivering an increasingly complex, and often underutilized, set of *point features* to customers. "FreeSWITCH's robust APIs and lightweight nature allow us to pick and choose which calling capabilities we deliver to our customers and offer them in a relevant and easy-to-use manner," says Mr. Paolini-Subramanya. FreeSWITCH Solutions LLC is the parent company of the ClueCon conference.

As an innovator of hosted PBX and VoIP, Aptela gives small businesses the tools required to intuitively manage and take control of their business communications. To learn more about Aptela's use of FreeSWITCH or to connect with a representative about the company's world-class phone service, send an email to info@aptela.com.



About Aptela

Aptela is a leading provider of business-class phone service, answering the communication and collaboration needs of small businesses and mobile workers nationwide who seek a robust and easy-to-use solution. Aptela's v5.0 platform is extensible by design and easily integrated into the workflow of today's entrepreneurs and increasingly mobile workforce. Unlike traditional telephony that is tied to a physical location, Aptela's service is delivered from the cloud and its features can be accessed anywhere, anytime-through the Internet, traditional wire-line or mobile networks. Aptela was recently recognized as a 2009 Deloitte Technology Fast 500 company with a #78 ranking overall and a #15 ranking amongst telecommunications/network providers. Aptela is headquartered in Herndon, Virginia. For more information, visit www.aptela.com or call us at 800.994.4496. Follow us at www.twitter.com/aptela.

About ClueCon

The ClueCon Telephony Developers Conference is an annual three-day event that brings together the entire spectrum of Telephony—from TDM circuits to VoIP. Over 200 developers and technology professionals are expected to attend. For more information, visit www.cluecon.com.