

U.K. based I-VoIP.co.uk launches innovative VoIP hardware review and price comparison service



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Press Release Summary: I-VoIP.co.uk the leading U.K. supplier of Skype Phones and VoIP Phone devices re-launched this week as an innovative new form of price comparison service. I-VoIP has ceased selling products directly to consumers and has instead turned its knowledge of the VoIP market to the benefit of consumers by providing reviews and insight into a huge array of VoIP products and services from leading providers.

Press Release Body: **I-VoIP.co.uk** the leading U.K. supplier of **Skype Phones** and **VoIP Phone** devices re-launched this week as an innovative new form of price comparison service. **I-VoIP** has ceased selling products directly to consumers and has instead turned its knowledge of the VoIP market to the benefit of consumers by providing reviews and insight into a huge array of VoIP products and services from leading providers.

Since EBAY purchased Skype in 2006 popular awareness of the existence and benefits of VoIP services has exploded in the UK and across the world. With this increased awareness has come the entry of global players into the manufacture and distribution of VoIP and Skype phones and hardware. This period has also seen a proliferation of new VoIP service providers offering ever cheaper rates and value added benefits from voicemail to call management.

Throughout this time **I-VoIP** has expanded both its product range and the information it offers to users. **I-VoIP** was conceived with the dual purpose of selling VoIP and Skype phones and providing all the help and advice that

non-technical users needed to select the right VoIP device for their particular situation. As product prices came down so the demand for **I-VoIP**'s information and experience shot up. This trend led to the decision to stop sourcing and selling products and instead to expand the company's information services and to partner with other larger retailers to offer consumers the best advice and prices on VoIP products and services all in one place.

Now **I-VoIP** has been re-launched with improved advice and support on VoIP products including video reviews, product ratings and updated information on VoIP service providers. Furthermore thanks to the use of the new E-Farm platform **I-VoIP** is able to offer its customers the best prices available on the internet from leading suppliers across a huge range of VoIP and Skype products.

"We are very excited about this change of direction. It represents an evolution rather than a revolution in terms of our business model because I-VoIP's success has always been built upon the provision of simple and impartial advice to VoIP users. We can now offer our users all the advice that they need along with the best prices available online in one place. All we have done is cut out the middle man only in this case the middle man happened to be us!" -- Stefan Michalak, Director, I-VoIP.co.uk

For additional information on the new **I-VoIP.co.uk** website, email enquiries@i-voip.co.uk I-VoIP or visit <http://www.i-voip.co.uk>.

About

I-VoIP.co.uk:

I-VoIP was founded in early 2005 as an independent online retailer selling the latest Skype and VoIP products. As one of the first retailers of such products in the U.K. I-VoIP experienced tremendous growth and success expanding its product range and moving premises several times. The I-VoIP concept was motivated by the desire to provide straightforward and impartial advice to VoIP users to enable them to make the right choices in a complicated nascent marketplace. In its new incarnation I-VoIP is better able than ever to offer users the tools they need to make the right decisions about which VoIP hardware they purchase and which VoIP services they use.

Web Site: <http://www.i-voip.co.uk>

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