

Briefs: U.S. Net firms launch VoIP publicity drive

November 3 2005

The Internet industry has launched a public -relations push to whip up some new buzz about the promise of Voice over Internet Protocol telephone service.

The Internet Voice Campaign is aimed at convincing more Americans to sign up for VoIP services by spreading the word about the technology's low cost and growing list of services and features made possible by increasing broadband availability.

The Voice On the Net Coalition, which consists of major voice providers, said polls have shown that about one-third of consumers know little about VoIP and haven't heard any messages from the industry that have convinced them to subscribe.

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