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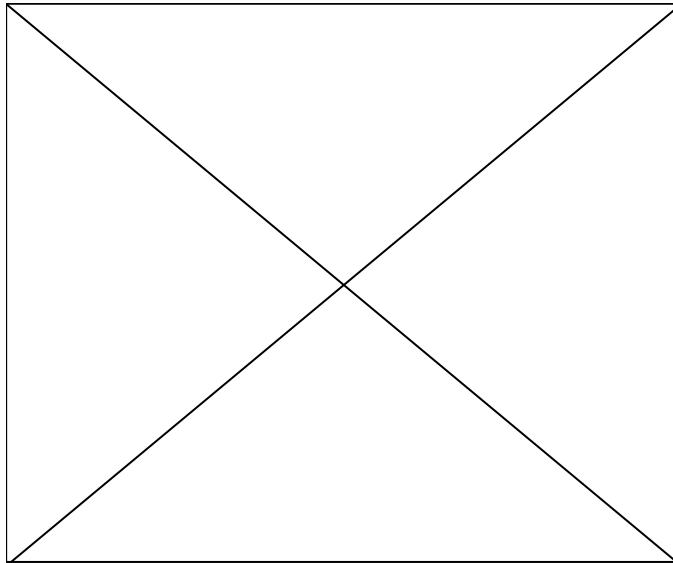
## Broadvox SIP Trunking Interoperates with Toshiba's VoIP Systems



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Days after [forging](#) a strategic partnership with one major international consumer electronics company, a Dallas-based managed VoIP services provider today announced that its flagship SIP trunking services interoperate with another big CE's business communications systems.



Officials at [Broadvox](#) say that their so-called "[GO!](#)" SIP trunking works with [Toshiba America Information Systems Inc.](#)'s "Strata CIX" VoIP systems – from an Irvine, California-based subsidiary of the parent company, which is headquartered in Tokyo.

Essentially, SIP trunking is a service offered by Internet telephony service providers so that businesses can adopt VoIP using their Internet connection. That way, they can communicate with others who rely on the PSTN, since the enterprise IP-PBX ([News - Alert](#)) is connected to the service provider's PSTN gateways over the Internet.

According to Pete Sandrev, vice president of customer experience at Broadvox ([News - Alert](#)), Strata CIX VoIP system users now will have more efficient bandwidth usage for voice and data applications, “plus an overall lower service cost for their telephony needs including unlimited local calling and reduced fees for long distance and international toll calls.”

The Broadvox-Toshiba ([News - Alert](#)) partnership marks the second time in as many weeks that the VoIP provider has joined a major CE company – backing up experts’ claims, [reported](#) by TMCnet, that SIP trunking is emerging as a communications industry standard.

TMCnet reported [here](#) when Tokyo-based [Panasonic](#) – which stands this summer to [acquire](#) Japanese rival [Sanyo](#) for about \$9 billion –agreed to resell Broadvox’s GO! SIP trunking-based products.

The Broadvox services are delivered on an IP communications network that’s monitored around the clock and supported by SIP engineers and customer service organizations.

Eric Abing, a product manager for Toshiba America’s telecommunication systems division, said that the Broadvox services and the Toshiba Strata CIX VoIP systems will “provide enterprise users with unsurpassed reliability, audio clarity and stellar performance.”