

## **Watch out Skype! Big Chip judges short-list PhoneFromHere.com**

Manchester-based PhoneFromHere.com has been short-listed for the prestigious Big Chip International Innovation award. The award celebrates 60 years since the invention of the first stored program computer in Manchester. Entries for the award were asked to show "exceptional innovation in digital media or digital technology," something the judges felt was evident in PhoneFromHere.com's original service and business model.

PhoneFromHere.com takes users from viewing a webpage, to speaking to someone about it, in a single click. That someone could be a colleague, a friend, a customer service rep, or a salesperson. It could be a whole community of people, all talking together. There's no software, no configuration, no forms and no phones. Users just talk, and the webpage becomes a handset. The service is currently available for iGoogle, MySpace, LinkedIn and Tesco's internet phone.

"The value of voice on the web has been impossible to ignore since eBay paid billions for Skype. Our service is more open, intuitive, and flexible, and it is great to have that recognised by such a prestigious panel of judges," commented Tim Panton, CEO of PhoneFromHere.com.

Being short-listed caps a great period for the company. There has been a rush of interest following the recent SXSW award for Twiddla, an online collaboration tool of which PhoneFromHere.com forms a key part. PhoneFromHere.com is now seeking investment to fund the next stage of growth, extending the service to new markets and scaling the back-end infrastructure.

### **About PhoneFromHere.com**

PhoneFromHere.com is a Manchester-based technology startup aiming to secure a dominant position in the emerging market for verbal communications on the Web. It has a proven business model based on integration plus pay-per-minute usage fees, and has already secured deals with internet and telecommunications firms around the world. The company is currently seeking financial investment to secure its foothold in the market and fund faster expansion.

PhoneFromHere.com is owned by [Westhawk Ltd](#), a Manchester-based software consultancy.

### **About the Big Chip Awards**

The Big Chip Awards are the North West's annual awards for digital excellence. This year is the event's tenth anniversary and saw a record 215 entries. Sponsors of the event, organised by Manchester Digital and supported by the Manchester Digital Development Agency, include the North West Development Agency (NWDA), Merseyside Special Investment Fund and Microsoft

The judging panel includes a host of high profile figures from the UK digital sector, including Jon Williams from Grey Worldwide, Matt Locke of Channel 4 and Michael Nutley of New Media Age. The panel also includes special guest judge Yvette Livesey, who will select and award from the entries a dedicated 'Anthony Wilson Original Modern Award.

The ceremony will be held on Thursday 22<sup>nd</sup> May 2008 at New Century Hall in Manchester. The compere Terry Christian will pay a special tribute to the late Tony Wilson who hosted the last four Big Chip events.