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Cisco Announces New XML Community Web Site to Connect IP Telephony Customers with Developers

Cisco launches EMEA-wide competition to find the region's top XML Software Developers
SAN JOSE, Calif. September 24, 2001— Recognizing that customized XML-based applications are a major driving force behind the wide spread adoption of IP telephony, Cisco Systems, Inc. today announced it has launched an online IP telephony services community that connects Cisco customers directly with independent XML developers to create a wide array of productivity-enhancing business applications. In addition, Cisco EMEA today launched a competition to find EMEA's most innovative XML software developers.

The web site, located at www.hotdispatch.com/cisco-ip-telephony, is an online community that encourages end-user customers to work directly with application developers to create custom or packaged applications for Cisco's IP telephony solutions. The XML applications allow customers to highly customize new information services for individual business needs. With an open development approach, Cisco is able to rapidly add new information services that can be used in conjunction with real-time audio communications to help customers quickly realize the productivity benefits of their Cisco IP telephony system. The site is operated by HotDispatch -- a leading provider of infrastructure to power online technical communities. The Cisco site provides XML developers with the ability to collaborate with their peers to produce applications for general business or vertical markets such as healthcare, education, hospitality and retail.

At the same time, Cisco has launched a Europe, Middle-East and Africa-wide software development competition for XML programmers. In the search for the region's top XML programmers, contestants will be encouraged to develop new IP Phone services and applications. Entrants will be competing for prizes of IP Telephony equipment with a total value of more than \$57,000. The contest will promote creative thinking amongst developers working throughout Europe, the Middle East and Africa. Entrants will not only benefit from the nationwide promotion of their new applications but will also gain access to Cisco's IP

Telephony business community consisting of customers, channels, partners and Cisco sales and systems engineers. In addition, the contest will help foster a new community of XML developers that will develop, sell, install, and support these new services.

Entries will be judged by a panel of Cisco's IP Telephony Business community, comprised of customers, channel and alliance partners, sales force and the media. The selection will take place in two stages: the first round at a country and regional level and the second round at a pan-EMEA Level. Winners will be announced during an award ceremony dinner hosted at Cisco's Bedfont Lakes offices in the UK on the 16th January 2002.

"It's the applications, not the technology, that will drive the wide spread adoption of IP telephony," said Brian Strachman, senior analyst, Voice and Data Communications, Cahners In-Stat Group. "I believe this is the time for new, compelling telephony applications to emerge and the IP telephony market to really take off as a result. What Cisco is doing to generate market momentum with its XML community development program is a very positive step that will help generate growth for the industry."

"We recognize that the next customized applications for converged networks will be created by our customers," said David Tucker, director of marketing for Cisco's Enterprise Voice, Video Business Unit. "We are able to better facilitate this process by linking our customers directly with developers who can bring their business application ideas to life. The Hot Dispatch web site will serve as the intersection where our IP telephony customers and independent XML developers transact business and create a wide variety of innovative telephony applications that will pay significant dividends for our customers."

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About Cisco Systems

Cisco Systems, Inc. (NASDAQ: CSCO) is the worldwide leader in networking for the Internet. News and information are available at www.cisco.com.

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