

MMDSmart Launches Over-The-Top Solution for Painless, "Almost- Free" International Calls

New "Connect.Us" product enables MVNOs and calling card companies to offer competitive calling plans to travelers with Android or iOS smartphones

CHICAGO - May 1, 2016 - [PRLog](#) -- MMDSmart, a leading global supplier of innovative communications products, today announced the launch of its new voice OTT product "Connect.Us". The Connect.Us product, is an over-the-top (OTT) international calling solution which enables MVNOs and other organizations to offer very competitive OTT international calling options directly to their subscribers with smartphones.

The product is targeted at international travelers, including business travelers and tourists, who are wary of high roaming charges, and choose to use non-peer-to-peer products like Viber and Skype, rather than a local SIM.

Launching at ITW 2016

The product will be shown to the carrier community for the first time at the International Telecoms Week (ITW) that begins in Chicago on May 9, 2016. In announcing the new product, Arie Frenklakh, CEO of MMDSmart commented: "MMDSmart was founded to provide innovative solutions for the rapidly changing needs of the international telecoms industry. As an experienced provider of retail voice solutions, we understood from our voice customers, and especially MVNOs and calling card companies, that they are looking for a competitive solution so that their subscribers won't leave their network for international calls. Connect.Us provides them with an easy to implement solution that does not require any costly capital investment."

Connect.Us is a turnkey solution which is easy to implement on a telecoms provider's system. "A number of carriers from different parts of the world are in the process of installing Connect.Us in their networks and we expect to see a great deal of interest in this "painless" OTT solution at the ITW conference next week in Chicago", Mr. Frenklakh added.

Easy for Consumers to Use

It's comprised of an account management web app and a free dialer app available from either iTunes or Google Play that seamlessly integrates with the users existing cellphone interface. After registering an account, subscribers download the app from either iTunes or Google Play and make their international calls by dialing directly from the contacts list on their phones.

Carriers can offer competitive calling plans such as pay-as-you-go or unlimited calling to major international destinations and promotional credits. White-label branding is available, or carriers can opt to promote the off-the-shelf "Connect-Us" brand to their subscriber base, which will be offered on Android and iOS platforms.

Live Demo at ITW

MMDSmart is participating for the 5th year in a row at the International Telecoms Week in Chicago which begins on May 9th, and will be demonstrating Connect.Us and its suite of integrated telecommunications products including other retail voice products, A2P messaging and online fax products at its booth in the Hyatt Regency Chicago, East Tower, Purple Level, Booth 1456.

Links: MMDSmart: <https://www.mmdsmart.com>

Links: ITW: <https://www.internationaltelecomsweek.com/>

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