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Vox delivers consumer IP phones

By [Leigh-Ann Francis](#)
Johannesburg, 20 Oct 2010

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Vox Telepreneur, a subsidiary of Vox Telecoms, has introduced its Vox Supafone, an Internet Protocol (IP)-enabled phone, to the consumer market, following a distribution agreement with Makro.

An IP phone uses voice over IP (VOIP) technology, allowing telephone calls to be made over an IP network such as the Internet instead of the ordinary public switched telephone network system.

The Vox Supafone is available at Makro countrywide for R999 and includes a once-off package of R200 talk time. Vox says talks are under way to get other retailers on board.

Brad Gatter, executive head of Vox Telepreneur, explains that the offering is aimed as the home and small business user, specifically those that have an existing ADSL connection.

He adds that, while bundling options with Vox Telecoms, for example, are not currently being offered, they may be on the cards for the future. However, he points to free on-net calls as a compelling feature of the offering.

Gatter believes the product may meet some challenges in the consumer retail space due to the lack of education regarding VOIP in the country. He points out that there is a misconception that VOIP is Skype – it's not, he says.

Nonetheless, Gatter is confident of a strong consumer uptake of the Vox Supafone. He argues that the IP-phone solution will offer a cost competitive solution to the consumer.

The company recently unveiled an ADSL VOIP phone to the consumer market as well.

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