

THE WALL STREET JOURNAL.

U.S. EDITION

Gadgets

U.S. Company For Internet Calls Expands to U.K.

274 words

28 September 2005

The Wall Street Journal

J

D5

English

(Copyright (c) 2005, Dow Jones & Company, Inc.)

U.S. Internet phone company 8x8 Inc. will start selling discounted phone service in the United Kingdom tomorrow at more than 1,000 stores run by DSG International PLC, as the number of low-cost voice services continues to grow at a rapid pace.

The move shows that Internet technology allows phone companies to expand their service beyond their borders with relative ease.

The company, which sells Internet-based phone service in the U.S. under the Packet 8 brand name, will become a house brand for DSG's Dixon's, PC World, Curry's and The Link stores using the name Freetalk. The service will not actually be free, but is priced to compete with rival services in the U.K., including Vonage Holdings Inc.

"They are a huge brand in the U.K.," said Huw Rees, 8x8's vice president of sales and marketing, adding that DSG hopes to sign up 500,000 customers in the first year.

Customers who buy the service, which works using a standard phone connected to a high-speed Internet connection, will have two price options. One is to pay GBP 79.99 (\$142) for the first year of unlimited wireline calls inside the U.K., with no charge for the adapter that connects the phone to the Internet. The other choice is to pay GBP 19.99 for the adapter and GBP 6.99 a month for the service. There are additional charges for international calls, but most Internet-based services offer deep discounts on those calls.

[License this article from Dow Jones Reprint Service](#)

Document J000000020050928e19s0001o

Search Summary

Text	
Date	All Dates
Source	Newspapers: All
Author	All Authors
Company	8x8 Inc
Subject	All Subjects
Industry	All Industries
Region	United States
Language	English
Results Found	56
Timestamp	17 July 2018 13:05