

blinksinglesourcenetworkinfrastructuresolutionsblink

## INTRODUCING BLINK VoIP

Voice Over Internet Protocol

Once Fred was informed  
he could use a regular phone  
to make his Blink VoIP calls,  
everything was fine.



A little education, so they say, goes a long way.  
Such is the case with the latest innovation in  
telephony technology known as VoIP.

VoIP or Voice Over Internet Protocol, forms the  
basis for the new telephony medium and one of  
our most exciting new communication services.

VoIP uses the internet as a voice transmission  
system that replaces the traditional wire based phone  
system. Unlike traditional wire based phone calls,  
Blink's VoIP calls are digitally compressed and travel  
through our powerful fibre optic broadband network  
and the internet. And because Blink VoIP calls are  
digitally compressed, each transmission requires less  
bandwidth and consequently costs much less per call.

And, oh yes, Fred, you still use your regular phone  
to make and receive calls.

There are a great many good things that  
businesses will gain from the migration to VoIP.

Way too many, in fact, for us to list here.

But if you want to visit our web site at  
[www.blink.ca](http://www.blink.ca) or talk directly to one of our VoIP  
consultants, we'll be glad to give you the whole  
Blink VoIP story.

Once you've heard it, we're certain you'll want  
to move your business communications system there.

Because VoIP is very much the future of the  
telephone.

And Blink VoIP is as good as it gets.



**JUST BLINK. AND OPEN YOUR EYES TO THE POSSIBILITIES**

Call 905.825.4421 ext. 1 • [www.blink.ca](http://www.blink.ca) • [support@blink.ca](mailto:support@blink.ca)

"Blink was the fibre optic network of Oakville Hydro. But in un-utility like fashion, Blink's management people understood that their advertising could be fun and still get their point across. This campaign, conceived, written & art directed by me through Bond Creative Communications was a good example of how to combine a little education into the selling message, especially since VoIP was a relatively new technology at the time."

If you'd like to have this level  
of strategic & creative thinking working  
for you, we should have a chat.

**ONWORDS  
& UPWORDS**

CREATIVE  
COMMUNICATIONS  
MANAGEMENT



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