

## New Look, Live Radio at YouTring.com

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YouTring.com, an offering of iCallGlobe, one of the leading global players in the domain of IP telephony, has recently announced the revamping of its website along with the addition of a new feature, Live Radio. This latest development comes eight months after the launch of the website in March, and is aimed at providing better navigation and features to existing as well as new users.

The Live Radio feature is an offering that would allow users to listen to radio channels from around the world for free by the means of audio streaming. As for the new look, the same is expected to bring about a new flavor in the website's appearance. The last time the website had been re-modeled in terms of looks in July. In the wake of this recent addition and incorporation of the new look, Sudhi B. Menon, Co-Founder and Business Development Head, iCallGlobe, stated, "The new look was something we want to bring about at regular intervals now, so as to make sure that we are always bettering the site in terms of its appearance. Also, it maintains the interest of existing users, who always look forward to new things everywhere on the internet. As far as the Live Radio feature is concerned, we are looking forward to position it as one of the USPs of YouTring.com, since such a wholesome combination of international radio stations from around the world can't be found anywhere else."

Although YouTring has a new look now, the styling of the logo is still the same, and so is the positioning of the site as a product. Rupinder Khurana, Founder and Director, Rupiz Infotech, the parent conglomerate behind iCallGlobe and having business interests in various verticals of the online market, revealed that in no way does the new look change the focus of the product from its niche market, i.e., IP telephony. In his own words, "Though the new look can give an impression of an entirely new website to the user, for us, nothing has changed. Neither the product, nor the marketing priorities, have changed by any means."

iCallGlobe Ltd. was founded and incorporated in UK in the year 2003. Through their efficient IP network and strong infrastructure worldwide, they are able to deliver superior clarity and high quality VoIP solution and services to Next Generation carriers, Businesses and Individuals. Their services and solution are ideal for Contact Centers, ISP/ITSP Solution and Corporate Businesses.

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