



**“The solution” to avoiding unwanted telephone calls receives
a Birthday present from her Majesty**

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The **fair telecoms campaign** is delighted to congratulate [trueCall](#) on its receipt, today, of the Queen’s Award for Enterprise, in the category of Innovation.

Whilst other devices and services make exaggerated claims about their capacity to “block” calls, the technology and design underlying the [trueCall](#) device, offers a complete and balanced solution to all aspects of the management of incoming telephone calls.

This technology has now been adopted by **BT** as a feature on its current range of handsets, and we hope and believe that it will be shortly deployed across all telephone networks.

The key element of the trueCall approach is the fact that unrecognised callers are challenged to identify themselves, through a brief voice message. Most nuisance callers do not respond to this challenge, however if the caller does identify themselves, one is able to hear their announcement and decide how to deal with the call, without being engaged in conversation.

We look forward, we trust not for too long, to the day when all telephone users (landline and mobile) will be able to avail themselves of this facility, as a feature of their telephone service, without having to purchase a “box”. “trueCall” as a network feature cannot be far away.

We must continue to press for effective action being taken by a wide variety of regulators to prohibit the practice of unsolicited telemarketing, except for those (very) few markets in which it can offer genuine benefits to consumers. The absurd concept of “consent” to “unsolicited” telemarketing is the foolish nonsense at the root of the present problems with regulatory action.

As a campaign group, we cannot specifically endorse any commercial offering, however we are happy to join Her Majesty. To whom we wish Many Happy Returns, in recognising the innovative brilliance reflected in [trueCall](#).

