

London, September 30, 2026

For more than a century, the way we reach one another has been organized around a number.

Telephone numbering is one of the most successful designs in the history of communications, and it deserves respect.

It was designed for a particular world, in which a number corresponded to a line and a line to a place. Communications no longer work that way. People and organizations now communicate across many devices, networks and services, yet the telephone number is still used to carry both who is being reached and how they are reached.

CCI.ID.1 begins from a single observation: those two functions can be separated. The identity stays the same. The route can change. We have demonstrated that principle in our engineering reference environment, including two-way communication with an identity that has no telephone number behind it.

The aim is not to replace the networks people rely on. Networks continue to carry communications, and telephone numbers continue to operate throughout the transition. CCI.ID.1 is designed to supersede the telephone number as the canonical identity of communications, and to work across the networks that carry it.

Infrastructure earns trust slowly. An identity designed to outlast the route must be held to a standard of stewardship that survives any single product cycle. That is the standard we intend to meet.

We are inviting device manufacturers, network providers and communications platforms to evaluate CCI.ID.1. We would rather be tested early, by those best placed to find its weaknesses, than admired from a distance.

Thank you for reading.

A handwritten signature in black ink, appearing to read 'M. Smith', with a large, sweeping initial 'M'.

Matthew Smith

Founder, Color Communication Infrastructure