

FOR IMMEDIATE RELEASE

Color Communication Infrastructure Introduces CCI.ID.1, a Global Communications Identity Designed to Supersede the Telephone Number

One persistent identity for calls, messaging and video, independent of country code, network, device or application

LONDON — September 30, 2026 — Color Communication Infrastructure (CCI) today introduced CCI.ID.1, a persistent communications identity designed to supersede the telephone number as the canonical identity that people and organizations use to call, message and reach one another.

Telephone numbering combines public identification with a geographically structured addressing and routing system. CCI.ID.1 separates the persistent public communications identity from the route used to reach it.

The identity stays the same. The route can change.

A single CCI.ID.1 identity is designed to work across voice calls, messaging, video and participating communications platforms. Where CCI is integrated, a person, organization or authorized organizational role would not need a separate public identity for each application or service.

Each CCI.ID.1 identity belongs to one authoritative global namespace. The identity itself contains no country code and does not depend on a national numbering plan, SIM, network, device or application, so it is not tied to the country or provider through which it is first used.

In private technical acceptance testing, CCI has demonstrated voice, messaging and video communication between CCI.ID.1 identities, including two-way communication to an identity with no telephone number behind it.

CCI.ID.1 works with existing telecommunications infrastructure rather than replacing it. CCI Gateway connects CCI-native identities with existing numbered infrastructure, so telephone numbers and networks continue to operate during transition.

How it works

CCI separates four functions: identity — who is being reached; authority — who controls that identity; resolution — which authorized endpoints currently serve it; and transport — what carries the communication. CCI defines the common identity, authority and resolution framework. Participating communications systems provide transport and service delivery according to their role.

CCI.ID.1 is therefore designed so that a user can keep the same identity when changing handset, network, application or other authorized endpoint. An organization can, for example, give its customer-service function a persistent communications identity that stays the same when the people or systems serving it change.

One namespace does not mean one central database. Resolution may be geographically distributed or federated, while remaining subject to a common CCI trust, authority and resolution framework.

Because CCI.ID.1 separates possession of a device from authority over the identity, the architecture is designed to support verification that a presented identity is controlled by the party presenting it. This provides a foundation for stronger communications identity assurance and improved resistance to impersonation.

Color is a human-facing representation of a CCI.ID.1 identity. It refers to the same underlying identity and is not a separate identity.

Matthew Smith

Matthew Smith, inventor of CCI.ID.1 and founder of Color Communication Infrastructure, said:

“Telephone numbering is one of the most successful pieces of communications infrastructure ever created. It has served the world remarkably well. But communications have changed. People now communicate across devices, networks and services, while the telephone number is still used to carry both identity and route.

“CCI.ID.1 begins with a simple principle: those two functions can be separated. The route can change without requiring the identity to change. We have now demonstrated that principle in our reference environment, including communication to an identity with no telephone number behind it.

“The aim is not to replace the networks people rely on. It is to give communications a persistent identity layer that can work across them.

“The identity should persist. The route should be replaceable.”

Status and evaluation

Private technical acceptance testing has also demonstrated persistence of identity when an endpoint is replaced; endpoint authorization, concurrent multi-endpoint service and selective withdrawal; bidirectional interoperability with existing SMS services through CCI Gateway; ingress from existing numbered (E.164) networks; identities for organizations and persistent organizational roles; and reassignment of control without changing the communications identity. The current implementation is an engineering reference environment, not a production telecommunications service. Production hardening, certification, scaling and institutional integration are subsequent stages.

CCI is infrastructure, not a consumer communications application. It is designed for integration by device manufacturers and operating-system providers, network providers, and communications platforms and service providers, each of which retains its own devices, networks, applications, brands and customer relationships. No timetable for the withdrawal of telephone numbering is proposed.

Controlled evaluation will be available to qualifying device manufacturers, operating-system providers, network providers and communications platforms, with access to technical documentation, the reference architecture, controlled testing and supporting evidence. Further development includes production security and certification, expanded interoperability, multi-endpoint session provenance and operator-grade emergency communications integration.

About Color Communication Infrastructure

Color Communication Infrastructure (CCI) develops infrastructure for persistent communications identity. CCI.ID.1 is its first communications identity specification. Color Communication Infrastructure is operated by Arrowmane Limited, registered in England and Wales.

Further information: colorci.com

Media pack: The CCI.ID.1 media pack, including the press release, backgrounder, Founder's Letter, Governance & Authority Q&A, architecture diagram, press images and CCI brand assets, is available at colorci.com/media

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Matthew Smith is available for interview. Interview requests: press@colorci.com

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Notes to editors

- **E.164** is the ITU-T Recommendation that defines the international public telecommunication numbering plan, including country codes.
- **Canonical communications identity** means the authoritative identity to which all other references, including Color, resolve.
- **CCI Gateway** is the controlled interoperability and migration boundary between CCI-native identity and existing numbered communications, including SMS.
- **Demonstrated** means shown in private technical acceptance testing in CCI's engineering reference environment. It does not indicate production deployment, carrier certification or operation at scale.