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Going concern



Robert Comeaux, CA
CEO mediatrix

Company profile: Sherbrooke, Que.-based Mediatrix develops voice over Internet protocol (VoIP) hardware that works with conventional telecom equipment to transmit messages over the Internet. VoIP eliminates the need for separate networks for voice and data and reduces telecom charges dramatically — the cost of an Internet phone call is comparable to e-mail. Founded in 1997, the company employs more than 100 staff at its R&D headquarters in Sherbrooke

and sales offices in Montreal, the US and Italy.

Hot factor: Telecom experts believe VoIP will eventually replace all existing phone systems. Worldwide Internet telecom equipment markets are projected to reach \$67.9 billion by 2008, according to international firm Research and Markets Ltd., and Mediatrix's revenue has increased sixfold over last year. Well-designed products that work with a range of conventional systems are a key success factor: Mediatrix beat 250 rivals to win the 2004 Product of the Year award from Communications Convergence magazine.

Cool projects: Mediatrix has made huge investments in R&D to move product evolution forward. The company is working on products that allow customers to combine another technology — video — with converging voice and data.

In his own words: "If you look at what's in your house, you have a television using cable and satellite links to receive your TV signal, an ISP to provide high-speed Internet, your plain old analog telephone and maybe another line for your fax. With VoIP, you can have one provider for all those services, and other services that are not known today. The technology is evolving, and there are great ideas and new services that can be created."

Rosie Lombardi

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[Visions of convergence products of the year 2004, cconvergence.com](#)