

# Bloomberg

## Mediatrix joins Honeycomb Connect' Banking and Financial Services Industry Cell

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Mediatrix Telecom Inc., the leader in Voice over Internet Protocol (VoIP) access devices and gateways, today announced it has recently joined Honeycomb Connects, **Technology Executive Community Hive (T.E.C.H.) and Banking and Financial Services Industry (B.F.S.I.) Cell.**

The **T.E.C.H., Banking and Financial Services Industry Cell** is designed to meet the information needs of the highest-level executives involved in leveraging IT for their businesses. The Connect team endeavors to maximize the benefit of membership through a mix of traditional and progressive communication channels and networking opportunities.

"We are very excited to work with Honeycomb Connect, within its T.E.C.H. Hive and B.F.S.I. Cell," explained H  l  ne Chartier Vice President, Marketing and PLM for Mediatrix. "Joining an organization like Honeycomb Connect allows us to share best practices for VoIP technology and facilitates our continued cooperation within the banking and financial services sector."

### **Banking & Financial Services Industry and VoIP Technology**

Financial institutions have one of the largest installations of legacy systems today. For this reason, banks with long-term commitments on voice and data network systems are reluctant to make a costly, wholesale technology change that often comes with consolidation.

But as banks consider replacing systems, whether due to a merger or acquisition, an expired contract or the need to simply upgrade outdated networks, they are increasingly adopting Voice over IP technology.

Banks and other financial institutions are now learning they can realize many of the benefits of VoIP technology without having to replace the investment in hardware and software that has already been made. Benefits such as a more secure and private transport facility to carry their VoIP traffic

### **About Honeycomb Connect**

Honeycomb Connect is a provider of the highest value of executive-to-executive (e2e) networking available today-in print, in person and online. Membership includes customized web meeting content in small focus groups of like-minded senior-level executives, an online information hub with member directories, daily news and features, and an annual conference to solidify e2e relationships. For more information please visit [www.honeycombconnect.com](http://www.honeycombconnect.com)

### **About Mediatrix Telecom Inc.**

Mediatrix develops and markets advanced VoIP access devices, gateways, routers and value-added software enhancements for the enterprise, SOHO, and residential markets. Its products provide an ideal migration path for end users wishing to protect their current CPE investment (analog/digital phones, fax machines, PBX and Key Systems) while migrating to a converged IP network. Mediatrix products and solutions are widely interoperable and have received commercial endorsement from some of the world's leading manufacturers of telecommunications equipment as well as from large telecommunication carriers. Mediatrix is a wholly owned entity of Media5 Corporation, a Montreal-based high technology holding company. For more information, please visit [www.mediatrix.com](http://www.mediatrix.com).