

FACT SHEET

February 13, 2003

Converged Enterprise Telephony Announcement

What is being announced?

Mediatrix is launching the Converged Enterprise Telephony solution which brings together Mediatrix' award-winning VoIP access devices, gateways and value-added software enhancements.

The Mediatrix Converged Enterprise Telephony solution is aimed at small and medium enterprises considering a low-cost migration to VoIP. Typically, the companies would have multiple branch offices with legacy telephone systems and a corporate VPN in place. The solution uses only Mediatrix products, thereby minimizing interoperability issues and complexity of deployment.

Why is this significant for Mediatrix?

The Converged Enterprise Telephony solution is positioned as a low-cost, end-to-end enterprise solution that addresses a market niche that is keenly interested in taking advantage of the cost savings of VoIP, while at the same time preserving their current CPE investment. It also expands the distribution channel for Mediatrix as the solution appeals to distributors serving this market in particular.

What does this mean for end-user customers?

The Converged Enterprise Telephony solution favorably compares to competing solutions with regards to voice quality. Additionally, most competitors in this space rely on an expensive server to handle call setup.

What differentiates Mediatrix is that our access devices and gateways are actually at the high end of the quality/performance spectrum. However, when combined with our server solution, the package pricing makes it a truly low-cost entry point. In short, higher quality and performance at value pricing.

As a quick ROI reference, the average payback on CO line savings alone is in the range of 4-5 months for end-users deploying the Converged Enterprise Telephony solution (assuming a one to one ratio where for every port you save a CO line). Even if you assume only ½ a line savings per port, you are under 10 months for ROI. If you factor in toll bypass savings, the decision to migrate to the Mediatrix Converged Enterprise Telephony solution becomes all the more compelling.

Furthermore, because Mediatrix units are interoperable with IP-PBX and IP-Key Systems of leading industry vendors, it creates a migration path to larger VoIP systems offered from companies such as Siemens, Nortel, Mitel, and others when the enterprise is ready to go that route.

What are the key products offered in this solution?

The key products included in the Converged Enterprise Telephony solution are:

- Mediatrix IP Communication Server (SIP redirect server)
- Mediatrix Unit Manager Network (element management)
- Mediatrix 1102, 1104, 1124 (2, 4 and 24-port analog access devices)
- Mediatrix 1204 (4-port analog gateway)

The solution is offered in start-up packages for initial deployment. The “all-in-a-box” packages feature discount pricing and are designed to suit the most common network configurations:

- Combined Start-Up CET:
 - One Mediatrix 1104, one Mediatrix 1204, Mediatrix IP Communication Server license for 20 users, and the Mediatrix Unit Manager Network.
- Double 1104 Start-Up CET:
 - Two Mediatrix 1104 units, Mediatrix IP Communication Server license for 20 users, and the Mediatrix Unit Manager Network.
- Double 1204 Start-Up CET:
 - Two Mediatrix 1204 units, Mediatrix IP Communication Server license for 20 users, and the Mediatrix Unit Manager Network.

The list price is \$1,700 USD for any of the three start-up packages. All products may be purchased separately as well.

What is unique about the offering?

The Converged Enterprise Telephony solution offers an incremental growth and pricing approach that allows enterprises to add Mediatrix hardware and software components as they expand their network.

The packaging of the solution, with its initial purchase and incremental pricing approach, provides a low-cost entry point for enterprises. Start-up packages support up to 20 ports, and software expansion modules can be purchased in cost-effective 20-port increments.

What is the capacity of the Mediatrix IP Communication Server?

The Mediatrix IP Communication Server can register up to 4000 IP endpoints (i.e. FXS or FXO ports). The server has the capacity to setup up to 1000 calls simultaneously. It does not process the calls; it just establishes the call and then withdraws. The IP endpoints communicate directly so the server actually requires less memory.

What protocol is used?

SIP is the only protocol used for the Converged Enterprise Telephony solution. SIP is simple, scalable, flexible and easier to manage. Additionally, Mediatrix uses its own proprietary SIP stack which gives Mediatrix added flexibility in terms of development.

What is the availability?

The Converged Enterprise Telephony solution start-up packages will be available for shipping in 6-8 weeks. Individual components (i.e. access devices and gateways) are shipping now.