



pressRELEASE

ESNATECH ENABLES SIP BASED COLLABORATION FOR SMB CUSTOMERS

Esnatech Releases New SIP based Meet Me Conference Server

Richmond Hill, Ont., Canada, June 8, 2009 -- Esnatech, a leader in unified communications platforms, announced today that it has launched the latest innovation in collaboration with its new SIP based WeLINK meet me conference server.

Meet me conferences provide superior online meetings wherever and whenever you want. It allows organizations to maximize their meeting effectiveness. They are easy to start and to join. Users of WeLINK simply notify the participants of the conference start time, the conference bridge phone number and the access code. Companies spend a tremendous amount of monthly expenditures on hosted pay as you go solutions to meet their conferencing needs. The Esnatech's WeLINK conference server provides SMB's with the power of meet-me technology integrated with their existing business with no pay as you go fees.

At any given time, WeLINK can support up to a 48 concurrent SIP sessions on a single system, with the ability to configure unlimited private rooms. WeLINK not only provides access to instant collaboration, but it can also record the entire session and provide detailed records of what was discussed, and by whom, so that it can be shared amongst all the participants for review. This enables post session review and collaboration with specific vertical markets such as Legal and Education.

The SIP based service integrates with a customer's existing Esnatech unified communications platform as a simple software upgrade. Users that do not have an Esnatech unified communications platform can implement the WeLINK service as a standalone solution that works with any legacy or IP based phone system enabling full meet me conference rooms. The architecture of the WeLINK platform not only allows it to work with any phone system, but the openness of its SIP stack enables it to work with multiple phone systems with different interfaces all at the same time. This means that an organization can setup Esnatech's meet me services and configure it to connect to multiple locations, delivering real-time conferencing to ALL locations.

"In today's business environment and competitive climate businesses decisions must be made fast, regardless of the location of the players involved in the decision making. When the time needed to make these decisions short, , the WeLINK Meet-Me Conferencing is just the right solution and now we have unified meet me conferencing with unified communications delivering tremendous TCO in our customer's Esnatech investment." Davide Petramala, VP Business Development Esnatech. "Communication has come a long way in business since the traditional way to communicate effectively was to hold a face-to-face meetings, regardless of the distance you had to travel. Our latest conferencing technology can change the way your business works, saving you both time and money and even contributing to a cleaner, greener planet."

"The inherent value of on the fly group discussions regardless of physical location speaks for itself. The

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value of being a complete SIP based service enables any size organization to deploy conferencing with any infrastructure or phone system they may already have. WeLINK works in any environment and delivers true collaboration amongst an organization's distributed workforce and customers. Having the service enabled on their office phone service will increase the usage of this collaborative service and promote constructive group sessions." Mohammad Nezarati CTO/CEO Esnatech.

When deploying a consolidated configuration of WeLINK conference server with the Telephony Office-LinX™ UC platform, there are several enhanced functions available to unified communication users that leverage the conferencing service:

- Rich Presence — users can see the status of other users and their extension to easily add them to a conference using UC Client Manager.
- Contact Integration — Esnatech UC server will reference caller ID information from your contact database for proper identification of the conference participants.
- Live E-mail Reports and Meeting Notes — UC users will instantly be notified after each conference regarding the status and details of the conference, including who participated, their phone number and the duration of the meeting.
- Voice-to-Text transcription of the recorded conference session for review, archive and search purposes.

Availability

The current trial version of the WeLINK Conference Server is available through Esnatech's channel of over 400 certified UC partners worldwide. The current version supports up to 48 concurrent SIP sessions and unlimited personal Meet Me rooms. It can be ordered stand-alone or added as an integrated service with version 7.1 of the Telephony Office-LinX™ Unified Communications platform.

About Telephony Office-LinX

Telephony Office-LinX is a Unified Communications platform that integrates Messaging, Presence, Mobility, and Mass event notification into a single integrated solution. It is already tightly integrated with RIM Blackberry, Apple Iphone, & Symbian devices as well as, Apple's Mac, Microsoft's Windows, Pocket PC, Mobile PC, Exchange, Office, Terminal Services and Outlook. It can be administered directly from an organization's Microsoft Management Console or through Terminal Services over the web. Users can be managed through Active Directory and Group Policy.

About Esnatech

Founded in 1989, Esnatech has been committed to developing advanced Unified Communication solutions that deliver core value growing organizations. Our mission remains to develop and provide industry leading communication solutions that integrate seamlessly with existing infrastructure and optimize the way businesses communicate. Esnatech communication solutions are designed for "real-time users" providing advanced features, investment protection, and platform upgrade capability without the planned obsolescence prominent in the communications industry. Esna Technologies powers over 40% of the telephony providers in the SMB market with its messaging, mobility, and presence platforms. Esnatech markets and distributes their products through global OEMS and VAR partners in over 28 countries worldwide. For more information please visit www.esnatech.com.

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For more information on Esnatech Unified Communication products: <http://www.esnatech.com/products.htm>

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