

## Press Release

Vadodara - 5 October, 2009

### **ETERNITY PE An Enterprise-Grade Business PBX-KTS**

Matrix launches ETERNITY PE – an all integrated communication platform designed specially for mid-size businesses that are destined to become tomorrow's enterprises. The ETERNITY PE offers interfaces to all the matured and new-generation networks like POTS, ISDN, GSM/CDMA/3G, VoIP, etc. It is designed with unique distributed processing architecture with intelligent local processing units for each card. The main processor employs powerful 32-Bit ARM RISC processor. Integrated DSP based DAA and SLIC are used for FXO and FXS interfaces. Thus the range and depth of productivity-boosting features offered by the ETERNITY PE matches the best-of-breed PBXs in the market.

Highlighting the key considerations that went into the designing of the product, Sajeev Nair, Product Manager of Matrix Telecom, said, "The challenge of our design engineers was to provide the small-midsize businesses with feature packed communication system that can help it to respond faster to the dynamic market, boost its productivity and reduce its acquisition and operational costs. Our key concerns were Connectivity, Functionality, Reliability, Flexibility and Cost. We ensured that it supported all new-generation networks like POTS, ISDN, GSM, CDMA, 3G and VoIP. Matrix ETERNITY PE With its versatility, intelligence and integration will meet the future challenges of growing businesses."

With many of the value-added functions like Caller ID, Auto-Attendant, Conference, External Music Port, and Public Announcement Port (PAS) are provided with no additional cost. This makes ETERNITY PE one of the most integrated communication systems available in the market and lowers overall acquisition cost for its owners.

#### **Matrix ETERNITY PE s available in Three Models**

**ETERNITY PE3SS** (3 Universal Slots and Up to 24 User Ports)

**ETERNITY PE3SP** (3 Universal Slots and Up to 24 User Ports)

**ETERNITY PE6SP** (6 Universal Slots and Up to 48 User Ports)

Owing to the expanding nature of their businesses, small and mid-size organizations look forward to a product that offers integrated communication platform to keep pace with their growth without having to invest up-front in a high-cost platform. Thus Matrix ETERNITY PE promises to be a real value for money for businesses that are predestined to grow as future enterprises.

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## About Matrix Telecom

Matrix is a leading player in the VoIP, GSM, Key Phone System and PBX market. An innovative, technology driven and customer focused organization; the company is committed to keep pace with revolutions in the telecom industry. This has resulted in bringing forth cutting edge products like VoIP ATA, VoIP Gateways, VoIP Phones, GSM FCT, GSM Gateways, Universal Switching Gateways, SMB and Enterprise PBX, Key Phone Systems, Hotel PBX, Voice Mail Systems, Intercom Security Products and PLCC switches. With over 1,500,000 line units installed and growing by over 1500 line units per day, the installed base of Matrix connects over 15,000,000 calls everyday. Matrix has gained the trust and admiration of users representing the entire spectrum of industries. No wonder, Matrix has won many awards for its innovative products.

**For further information, please contact:**

Mary Thomas

Matrix Telecom, 394, GIDC, Makarpura, Vadodara – 390010; Ph: +91 265 2630555; Fax: 2636598;

E-mail: [Mary.thomas@MatrixTeleSol.com](mailto:Mary.thomas@MatrixTeleSol.com)

Visit us at: [www.MatrixTeleSol.com](http://www.MatrixTeleSol.com)