

Press Release

Vadodara - 15 March, 2009

Matrix Telecom launches EON48 - an integrated Digital Key Phone that brings "Convergence at your Command."

EON48- is an elegantly designed key phone that offers intuitive user interface and touch sense navigation for efficient call management. Its stylish design, full duplex speaker phone, upright angle and fresh colors, perfectly compliments the aspirations of executives working for modern and fast growing enterprises. It is important for modern enterprises to have an access to varied networks like the VoIP, GSM, CDMA and ISDN. EON48 precisely offers ready connectivity to all these networks through Matrix KTS, hence enabling users to access these networks from their desk.

Highlighting the key considerations that went into designing the product, Sajeev Nair, Product Manager of Matrix Telecom said, "Matrix is committed to keep pace with the revolution in the telecom industry and introduces innovative telecom products every year. We aim to cater a wide range of customers with cutting-edge premium telecom products, which add more value in terms of reliability, cost saving and productivity. EON48 is one such product that offers the experience of simplified converged telephony like never before. It will prove to be an important utility tool for the existing and prospective Matrix KTS users."

Owing to the expanding nature of modern businesses, customers look forward to a product that offers reliable performance and is flexible enough to cater to future telecom needs. EON48 promises to be a real value for money for modern and fast growing businesses. The estimated market share of Matrix is about 16 percent. However, such value added products will have a positive impact and the overall market share of the company is expected to rise in the coming years.

EON48 is available with the authorized dealers/distributors of Matrix Telecom. It is gaining wide acceptability soon after the launch as the existing Matrix KTS users are replacing their old Key phone with the New EON 48.

About Matrix Telecom

Matrix is one of the leaders 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 Phones, VoIP ATA, VoIP Gateways, GSM FCT, GSM Gateways, PBX for SMB and Enterprise, Hotel PBX, Voice Messaging products, Intercom Security products and PLCC switches. With over 1,500,000 line units installed and growing by over 1,500 line units per day, the installed base of Matrix connects over 15,000,000 calls everyday. Thus 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.

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