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ZED-3 Receives INTERNET TELEPHONY's TMC Labs Innovation Award

GTXT Software for SMS Honored for Exceptional Innovation

MILPITAS, CA, 21 June 2009 – Zed-3 announced today that Technology Marketing Corporation (TMC) named the GTXT software for SMS as a 2009 TMC Labs Innovation Award winner presented by its publication, INTERNET TELEPHONY.

Zed-3 introduced the GTXT software for SMS two months ago. The software can integrate with Microsoft Outlook, can send messages at a scheduled time, and can link to a database to send custom messages to recipients. The TMC Labs Innovation Award honors products that display innovation, unique features, and significant contributions toward improving communications technology. The TMC Labs Innovation Awards are granted to those companies demonstrating ground-breaking contributions to the industry.



"The GTXT software for SMS is unique in its functionality and is solving problems for our customers," said Nick Ho, Vice President of Zed-3. "We are thrilled that Zed-3 is being recognized for its continued innovation and this award is a validation of what the market is already telling us about the success of the product."

"Zed-3 has proven their commitment to quality and the further development of the IP communications industry through its GTXT software for SMS," added Tom Keating, CTO and TMC Labs Editorial Director. "The Innovation Award exemplifies the best and the most unique products and services that this industry has to offer. Congratulations to Zed-3 for earning this great honor."

I look forward to seeing more innovative solutions from them as they continue to contribute to the future of IP communications."

The GTXT software provides seamless integration with Microsoft Outlook that makes sending and receiving an SMS as easy as sending an e-mail. A user can use the contacts that are already in his or her address books. When the GTXT software runs on a PC without Outlook, a user can create SMS contacts locally.

Scheduling is a powerful feature on the GTXT software. A user can schedule the sending of a message at a particular time or recurring multiple times in the future.

A user can link the GTXT software to a database. The GTXT software will extract various content from the fields of the database to create the text message. It then sends the SMS to a contact whose mobile number is also in the database. The sending of the message may be triggered by a change to a field in the database or upon a schedule. Again, the schedule could be for a single occurrence or a recurrence.

"The GTXT software for SMS has made contributions which have resulted in significant advancement to the industry. Zed-3 has demonstrated to the staff of TMC Labs that the GTXT software for SMS is truly innovative in the IP Communications industry," said TMC President Rich Tehrani. "We're proud to reward Zed-3's hard work with a TMC Labs Innovation Award this year."

Uses for the GTXT software are varied. A garage in the US is using the software to let car owners know when their vehicle has been repaired. A hauler in Europe is using the product to communicate with the 150 truck drivers who work for them. A cooperative in Latin America is using the product to communicate with farmers. The farmers do not have access to e-mail, but can now easily remain in contact with the buyer of their products.

The 2009 TMC Labs Innovation Award highlights will be published in the July and August 2009 issues of INTERNET TELEPHONY magazine.

Pricing and Availability

The GTXT software is available now and can be downloaded from Zed-3's web sites. The software runs under Window XP and Windows Vista, works with Outlook 2003 or Outlook 2007, and supports English, Russian, Chinese, and Spanish languages. The software requires a license on the GS8 modular gateway. This is a floating license with a cost of approximately \$1200.

About Zed-3

Zed-3 provides products that permit people to communicate simply, efficiently, and cost effectively. With careful attention to detail, these IP telephony products work seamlessly together and interoperate with products and services from other suppliers. Zed-3 can provide VoIP solutions to connect home workers, small businesses, and enterprises with multiple offices. Zed-3 has its headquarters in Milpitas, California and has offices in Bangalore, Beijing, and Singapore. The company's products are distributed in the Americas, Africa, Asia, Europe, and the Middle East.

For more information on Zed-3 or its products, access: <http://www.zed-3.com>.

About INTERNET TELEPHONY magazine

INTERNET TELEPHONY has been the IP Communications Authority since 1998™. Beginning with the first issue in February of 1998, INTERNET TELEPHONY magazine has been providing unbiased views of the complicated converged communications space. INTERNET TELEPHONY offers rich content from solutions-focused editorial content to reviews on products and services from TMC Labs. INTERNET TELEPHONY magazine reaches more than 225,000 readers, including pass-along readers. For more information, visit www.itmag.com.

About TMC

Technology Marketing Corporation (TMC) is a global integrated media company helping our clients build communities in print, in person and online. TMC publishes Customer Interaction Solutions, INTERNET TELEPHONY, Unified Communications, and NGN Magazine. TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. TMCnet is read by two to three million unique visitors each month worldwide, according to Webtrends. TMCnet is ranked as 2,921 in Quantcast's Top U.S. Sites placing TMCnet in the top .03% most visited Web sites in the US. In addition, TMC produces ITEXPO, 4GWE Conference, Digium | Asterisk World and Communications Developer Conference.

TMC's Green Blog has been ranked on the "100 Best Blogs for Those Who Want to Change the World".

TMC also recently launched new industry-specific Web sites: IT.TMCnet.com, Cable.TMCnet.com, Robotics.TMCnet.com, Satellite.TMCnet.com, Green.TMCnet.com.

New services offered by TMCnet include the Tech Jobs site and TMCnet iPhone News. For more information about TMC, visit www.tmcnet.com.

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