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NEW IP PBXs ALLOW SMALL OFFICES TO TAKE ADVANTAGE OF IP TELEPHONY AND ITSP SERVICES

The SE30P and SE30+ provide complete functionality of larger systems for offices up to 30 people and facilitate communication between offices

MILPITAS, CA, 31 March 2008 – Zed-3 today announced the addition of two small and powerful products to its range of VoIP products. The SE30P and SE30+ IP PBXs support voice, data, and fax, and provide the functions of a PBX, with automated attendant and voice mail. They complement three existing products from Zed-3 that are in the family of System Exchanges. The new products form a complete solution for a small business or branch office, all in a single appliance. The SE30P or SE30+ IP PBX is installed on the customer's premises, allowing companies to have complete control over their internal communications.

The SE30P and SE30+ IP PBXs are smaller than a laptop PC and have all the features and functions available on the SE30 IP PBX from Zed-3. The SE30 IP PBX also serves 30 users and has been shipping for two years. As with each of Zed-3's products, the native protocol on the SE30P and SE30+ IP PBXs is SIP (Session Initiation Protocol), used to communicate with phones, other peripherals, and other IP PBXs.

The new systems provide users with features that include call forwarding, access to voice mail by e-mail, and call handling — each of which is available through an HTML (web) browser. This boosts productivity and gives a professional impression to external callers without adding unnecessary personnel or overhead. Zed-3 has been supplying these features to larger businesses on its SE150 and SE500 IP PBXs; now smaller offices can benefit from the same feature set at a cost effective price.

The SE30P and SE30+ IP PBXs can easily connect to an ITSP (Internet telephony service provider). This is achieved with a broadband internet connection and SIP to receive and route all calls to destinations external to the company. Most of today's PBXs (including IP based systems) still route calls over the PSTN (public switched telephone network), which in time will be replaced with pure IP connections.

"This is a great product for today's market," said James Loh, President of Royce Global, a value added reseller based in Singapore. "With the SE30P and SE30+ IP PBXs, businesses can achieve a ROI in less than a year, compared with a low cost legacy system connected to the PSTN."

The SE30P and SE30+ IP PBXs provide complete support for remote workers without needing VPN access. Phones from Zed-3 can connect to the IP PBX even if they are behind firewalls and NATs. This gives users connected over the Internet the same access to all features and functions as those users residing in the office. This allows staff to receive calls out of hours and makes it easy to support remote sales people: no complicated setup is required for them to communicate with the office.

"We are happy to have the SE30P and SE30+ available now as this is what our customers are requesting," said Hansraj Patil, Director at Xtelesis in Bangalore India. "These new members of the SE family greatly strengthen the solution that Zed-3 is offering to small and medium enterprise customers."

Both products use a compact flash (CF) card to store voice mail. The amount of storage is limited only by the size of the card. Both products can connect directly to ITSPs. The SE30+ has four FXS ports (for connecting to analog telephones) and can connect to an external gateway to connect to the PSTN. The SE30P has four FXO ports (for connecting to the PSTN), and can connect to an external gateway to connect to analog phones or fax machines.

"These products use Linux at their core to provide the small office with a robust communications system," said Nick Ho, Head of Product Marketing at Zed-3. "The SE30P and SE30+ IP PBXs can connect to multiple ITSPs to provide several routes either for backup or for least cost routing. This provides flexible and reliable service. The SE30P is a good option where PSTN access is the primary or back up communications method."

The SE30P and SE30+ IP PBXs provide a clear path for future growth since they are capable of networking with multiple SE systems over a WAN. This provides toll bypass savings and allows a business or enterprise to preserve its investment as it expands.

Pricing and Availability

The SE30P and SE30+ IP PBXs are available in distribution now. A fully configured system for 30 users has a list price of less than \$1900.

For more information, access www.zed-3.com or call +1-408-587-ZED3.

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

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