



NEWS

Vertical Communications' Jon Young to Participate in Panel Session on Virtualized UC at ITEXPO East Feb. 3 in Miami

Session Focuses on Identifying the Real Business Benefits Through UC Innovations

SANTA CLARA, CA, January 24, 2012—Vertical Communications, a leading provider of business communications solutions, announced that senior product manager Jon Young will participate in a panel discussion on virtualized unified communications at ITEXPO East, the communications industry's foremost conference and exhibition for communications technology providers and customers. The session, "The Business of Virtualized UC," is scheduled for Friday, February 3, 2012 at 11:00 a.m. at the Miami Beach Convention Center in Miami Beach, Florida. ITEXPO East is scheduled for January 31 through February 3.

In this session, Young will discuss how virtualization can enable unified communications capabilities that can deliver tangible and positive impacts on business performance. In addition, he will address the current state of UC solutions that has matured from a fringe technology to a mainstream tool that is frequently leveraged by businesses of all sizes.

"Today's enterprise technologies are about leveraging advanced communications to increase productivity and lower operating costs," noted Young. "Businesses large and small are adopting UC technology to help make that happen. ITEXPO provides an excellent forum to discuss the expansive variety of ways businesses can use UC to enhance their operations."

As senior product manager for Vertical's flagship Wave IP communications platform, Young brings more than 21 years of telecommunications product development and management experience to bear on shaping business-oriented UC and IP communications solutions that flexibly enable businesses to enjoy tangible business advantages and operational efficiencies.

"We are pleased to have Jon join us for this timely and valuable program at ITEXPO East," remarked Rich Tehrani, chief executive officer of TMC, producers of ITEXPO East. "As more communications services become virtualized or move into 'the cloud,' enterprises are seeking ways to increase network efficiencies and reduce capital expenditures while leveraging these powerful new technologies. This session will provide an excellent dialogue for helping these companies stay ahead of the curve."

About Vertical Communications

Vertical is a leading provider of telephony systems and applications to business customers worldwide. With a focus on delivering application-rich, affordable VoIP systems to small and medium businesses, Vertical is an innovator in high-value voice applications that enable businesses to be more productive and dramatically reduce costs. Vertical is strategic partners with LG-Ericsson, a world leading provider of

telecommunications technology, who is both a shareholder as well as a product development and manufacturing partner with Vertical. The company is headquartered in Santa Clara, CA. For more information, visit, www.vertical.com.

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