



NEWS

Vertical Communications to Exhibit at NRF “Big Show” in New York

Company Will Display Advanced Communications Solutions Targeted Specifically to Retailers

SANTA CLARA, CA, January 10, 2012—Vertical Communications Inc., a provider of next-generation IP telephony systems and integrated B2B unified communications solutions, will showcase its vast portfolio geared to the retail space at the 101st National Retail Federation (NRF) Convention and Expo. “Retail’s Big Show 2012,” which brings together the world’s largest retailers and strategic technology partners, will be held at the Jacob Javits Convention Center in New York City January 15-18, 2012. Vertical Communications will be located at booth 1563 throughout the Expo.

Among the solutions being showcased is Vertical’s flagship Wave IP platform, a business communications system that enables retailers to easily manage seamless communications across multiple locations. A comprehensive IP-based voice platform, the Wave IP delivers a broad array of Vertical’s specialized Retail applications to enhance store operations, including unified communications, inbound and outbound IVR, and contact center functionalities, as well as integration with POS and order entry applications via a variety of peripherals such as shopper service buttons, pendants, sensors, and iOS and Android smart devices. The Wave’s centralized management, diagnostics and in-store reporting applications are used in more than 20,000 retail outlets across the country, including CVS, Advance Auto Parts and Staples, to help merchants increase sales, enhance customer service, minimize their IT footprint and lower operating costs.

“We are delighted to participate in Retail’s Big Show and demonstrate Vertical’s ability to help retailers grow their businesses,” said Rick Dell, Vertical Communications chief operating officer. “Vertical has a long history in delivering reliable and cost-effective communications technologies to the retail market. As retailers and merchants continue to explore new technologies that will help improve multiple business processes, we believe that these customers will find our solutions especially relevant to addressing their immediate and future needs.”

About Vertical Communications: Vertical Communications, Inc. is a unified communications (UC) and IP telephony solutions provider for business-to-business communications. Vertical’s business communications systems provide the enterprise-class functionality necessary to deliver seamless connectivity, collaboration and mobility through smart, powerful telephony and voice applications that are simple to deploy and use while substantially reducing operating costs. With more than 200,000 customers across all industries, Vertical solutions are distributed through a network of more than 3,000 authorized dealers throughout North America and in Europe. For more information, visit www.vertical.com.

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