



FOR IMMEDIATE RELEASE

Vertical Communications to Showcase Retail-Specific Communications Solutions at NRF's "Big Show 2014"

Leading Unified Communications Provider to Demonstrate Technologies for Increasing In-store Sales by Maximizing the Value of the 'Voice of the Customer'

Santa Clara, Calif., January 8, 2014—Vertical Communications®, a leading provider of business communications software and solutions, announced it will showcase its full suite of unified communications solutions specifically geared for the retail sector at the National Retail Federation (NRF) "Big Show 2014." The event will take place January 12-14 at the Jacob K. Javits Convention Center in New York City. Vertical will be co-located in booth 207 with Spectralink, a Vertical Communications partner and a major global provider of wireless communications technologies.

Taking the spotlight will be Vertical's Wave IP Unified Communications (UC) platform for retail environments. The Wave IP consolidates IP telephony, data networking and voice applications on a single, integrated platform so retailers can easily track, manage and optimize calls as a distinct sales channel. Vertical will demonstrate the value of UC in retail and how retailers can maximize the "voice of the customer" through the Wave IP's intelligent call routing and handling capabilities; customized auto attendant greetings and on-hold messaging; "quiet store" text messaging and call paging; customizable IVR (integrated voice response) and speech recognition functionality; employee clock-in/clock-out verification; and a powerful set of fully integrated, retail-ready solutions such as Prescription Refill, Customer Order Automation and other self-service applications.

"Vertical has made a huge commitment to serving the distinctive needs of retailers," said Dick Anderson, executive vice president for retail sales at Vertical. "Our retail solutions deliver advanced communications and business process improvement capabilities to thousands of clients -- including large national and regional retailers -- and we look forward to showing NRF attendees how they, too, can maximize efficiency, increase productivity and improve customer satisfaction and retention through sophisticated, cost effective communications technologies."

The "Big Show" is the NRF's flagship industry event, held annually in New York City. The event offers unparalleled education and networking opportunities, including more than 100 instructional sessions. It boasts a 190,000-square-foot expo hall featuring innovations from some 520 solution providers.

About Vertical Communications®

Vertical Communications, Inc. is a unified communications (UC) and IP telephony solutions provider for business-to-business communications. Vertical's Wave IP business communications software and 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 and supported through a network of authorized dealers throughout North America, Europe, Latin America and Asia. For more information, visit www.vertical.com.

About Spectralink

Spectralink, a global leader in wireless solutions, solves the everyday problems of mobile workers through technology, innovation and integration that enable them to do their jobs better. By constantly listening to how customers move through their workdays, Spectralink is able to develop reliable, enterprise-grade voice and data solutions and deliver them through a powerful, durable device. For more information, please visit www.spectralink.com or call 303-441-7500.

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