

UniPhyer Launched at VoiceCon With Great Success.

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25 Cool Things To See At VoiceCon Orlando 2008

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VoiceCon Orlando is in a transitory stage this year. What was once a show focusing solely on voice has become ensnared in the web of unified communications and other applications that start with voice as a platform but integrate other forms of communication, like messaging and videoconferencing, into everyday applications running on the network.

Aside from a host of technologies, VoiceCon, in its 18th year, is also, in a sense, going green. There will be sessions and speeches dedicated to reducing our carbon footprint through the use of innovative communications tools, one such presentation featuring a former vice president and a soldier in the war against global warming.

Without a doubt, this year's VoiceCon will have a little of everything for everyone. Here's a sneak peek at some of the things you'll see and hear throughout the show's four-day run from March 17 to March 20.

Phybridge UniPhyer, Al Gore, CEO of Avaya, Cisco are among the 25 Cool Things to See at VoiceCon 2008

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Phybridge Launches Deployment Box

Phybridge will launch its Phybridge UniPhyer, a deployment appliance that enabled voice and data network convergence with PoE and QoS. The UniPhyer makes any IP PBX into a simple, plug-and-play installation.



Avaya CEO Anchors Keynotes

Kicking off the first keynote presentation, Avaya president and CEO Louis D'Ambrosio will chat about the transformation of unified communications. He will touch on how successful enterprises are using UC and presence to drive competitive advantage. He will also discuss the technologies and solutions to achieve communications-enabled business processes and how businesses are using UC to innovate and create competitive advantages.



Image courtesy of vendor

Al Gore, TelePresence And More

Nobel Laureate, former vice president and environmental advocate Al Gore will join Bostrom via Cisco TelePresence to discuss the critical role that innovation can play in mitigating climate change. The virtual discussion will hit audiences in both Orlando and London during Bostrom's keynote. Key points will include observations of the effects of global warming and the impact of IT; how businesses can reduce greenhouse gas emissions through the use of new innovations; and how the tech industry can help create a sustainable model for addressing global climate change. TelePresence will beam Gore in from Nashville, Tenn., but his participation will have a global impact.

The Phybridge UniPhyer a big hit at Voice-Con Orlando 2008.

Ok maybe the UniPhyer was highlighted after Gore and the other CEO's (19th). At an event where thousands of products and services are highlighted we are quite pleased that we ranked as one of the Channel Web's top 25 things to see at VoiceCon.

The show was a great success. Senior people from Avaya, Nortel, Shortel, Siemens, Mitel and Cisco all came by to check out the UniPhyer. All were impressed with the offering and have open their doors to further conversation. In addition to these major potential Phybridge partners we had great interest from VAR's that attended. In fact there are several large VAR's interested in getting the UniPhyer in their labs for testing.

We also had positive feedback from many end users. Private and Public Sector end users were excited about the UniPhyer solution and how it addresses many of the deployment limitations they face.

One highlight from the show was a senior sales associate from Shortel came by and indicated that several of the VAR's visiting his booth indicated that he should check out the Phybridge UniPhyer. After understanding how the UniPhyer worked he went back and sent some

other senior people from Shortel to our booth.

Next Steps

We have over 100 leads to follow-up with and are very excited about the potential for the UniPhyer.

Over the next several months we will be forwarding our test units to different potential partners and VAR's including many of the major players. Our goal is to have the UniPhyer generally available for July, 2008.

Press Coverage

Phybridge received great press coverage regarding the launch of the UniPhyer. We had several meetings with industry analysis and press staff. The feedback was excellent. We continue to work with our PR firm and are organizing additional coverage over the coming months.

Try searching UniPhyer on Google. Over 1000 hits!

"Sometimes the most simple concepts make for the most incredible opportunities...I came away wondering why I didn't think of the idea these guys have just introduced to the market."

Rich Tehrani
President, Publisher, TMC,
VoIP Blogger.

*John/Oliver,
"Thank you for your time yesterday. Your product is to say the least very, very interesting in that it solves a whole lot of problems at many different levels. I can't wait to test it in our labs with additional applications"*

Jerry E Perkins
EVP of Emerging Technologies and
Corporate Strategy
Cross Telecom