



**Alloy Computer Products (Aust) Pty. Ltd.**

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**The Broadband Phone Company**

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## ***For Immediate Release***

### **Alloy and engin to Co-host “VoIP Solutions for SMB’s” East Coast Roadshow**

Alloy Computer Products, the Australian distributor and manufacturer of networking and communications equipment, and engin, Australia’s largest broadband phone service provider, today announce that they will co-host a series of roadshow presentations in major east coast centres. “VoIP Solutions Systems for SMB’s” roadshow presentations are offered in separate sessions designed for attendees from ITC Resellers or SMB (small to medium business) organisations. Alloy and engin staff will jointly run sessions focusing on:

- **ITC Reseller Presentations:** Review of underlying VoIP telephony technology; latest trends in VoIP systems; opportunities for new revenue streams for Resellers
- **Business Presentations:** Latest trends in VoIP systems specifically geared for SMB’s; the business case for SMB adoption of VoIP systems; applications of VoIP systems in SMB organisations; overview of implementing VoIP infrastructure.

All Roadshow presentations will feature “live system” demonstrations of VoIP hardware connected to an engin ‘Business Plan’ service, ‘hands on’ and Q&A opportunities with Alloy and engin staff. Alloy is an ‘engin enabled’ partner, and the two companies have undertaken extensive interoperability testing of hardware and ITSP services.

#### **ROADSHOW PRESENTATIONS:**

##### **Reseller Sessions**

**Brisbane:** Tuesday 31st October 2006, 8:45-11:30am  
**Sydney:** Wednesday 8th November 2006, 8:45-11:30am  
**Melbourne:** Tuesday 14th November 2006, 8:45-11:30am

##### **SMB Sessions**

**Brisbane:** Tuesday 31st October 2006, 2:15-5:00pm  
**Sydney:** Wednesday 8th November 2006, 2:15-5:00pm  
**Melbourne:** Tuesday 14th November 2006, 2:15-5:00pm

**Registration:** Details of Roadshow sessions and online registration: [voip.alloy.com.au/expo.htm](http://voip.alloy.com.au/expo.htm)

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### **About Alloy**

Alloy is an Australian manufacturer and distributor of networking and communications products. The company has been operating since 1985. Alloy supplies customers with a comprehensive range of VoIP products via an Australian and New Zealand reseller channel. In addition to the company's own VoIP network optimisation products (managed and PoE switches, PoE converters, QoS/Security Appliances), Alloy distributes products for a number of key overseas VoIP vendors: Epygi Technologies (U.S.A. – IP/PBX, VoIP Gateways and VoIP Conference Servers), snom technology (Germany - IP Phones), Aastra Telecom (Canada - IP Phones), 2N (Czech Republic – GSM Gateways) and GN Netcomm (Denmark - hands-free communications solutions). Alloy and its VoIP reseller partners provide full pre- and post-sales support for all products. For more information, please visit [voip.alloy.com.au](http://voip.alloy.com.au)

### **About engin**

engin, listed on the ASX (ENG), is the first broadband telephony service to be broadly available to Australian consumers and businesses on the shelves of major retailers. engin is headquartered in Sydney, Australia and was granted its telecommunications carrier licence in March 2004 to deliver a digital voice service across existing broadband connections. Winner of the ATUG Best Communications Solution - Small Business 2006 award and the 2005 iAwards AIIA communications category, Engin provides affordable telecommunication alternatives for all Australian consumers and businesses. For more information, please visit [www.engin.com.au](http://www.engin.com.au)