



Alloy Computer Products (Aust) Pty. Ltd.

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For Immediate Release

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pbxnsip Announces Appointment of Alloy as Australian Distributor

pbxnsip Inc., a leader in SIP-based IP-PBX software for both Microsoft Windows and Linux environments, today announced the appointment of Alloy Computer Products Pty Ltd as the Australian Distributor of their flagship software IP-PBX – pbxnsip.

“We are very pleased to be working with Alloy, who are well known and respected in the Australian ITC industry as a leading supplier of VoIP products”, said Tom Mullaney, Global Sales Director at pbxnsip Inc. “pbxnsip is a best-of-class solution for organisations who want to leverage existing and future investment into VoIP equipment. Alloy will do a great job bringing their expertise with VoIP technologies to bear in the promotion of pbxnsip, and the support of customers”.

The pbxnsip IP-PBX is a powerful yet simple-to-deploy solution for companies needing a world class software IP-PBX communications system from as few as ten to thousands of extensions in local and hosted modes. pbxnsip can be utilised in Microsoft Windows and Linux environments. “We are building phone systems that offer great value to our customers”, Mullaney went on to say. “Organisations using pbxnsip really value the enhanced presence that our product brings - no matter what your role may be, or where you are located, pbxnsip ensures that you are accessible to your customers and contacts. Desktop phone, cell phone, home office, on the road, you are always in touch”.

Greg Round, Product Development Manager at Alloy, is particularly impressed with flexibility and modularity of pbxnsip. “The product has a great feature set, components of which users can purchase and implement to meet their particular requirements – and you can download a fully featured free trial version before making any commitments”.

Alloy commences distribution of pbxnsip in February 2008, and the product will be showcased at a number of events in the first half of the year, including a Reseller Roadshow (March 2008), and at Alloy’s annual presence as an Exhibitor at CeBIT (stand B60, Sydney, May 2008)

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(pbxnsip are GMT -5 hours)

About Alloy

Alloy Computer Products is a wholly-owned Australian manufacturer and distributor of networking and communications products, operating through a country-wide reseller network. Alloy has been active in the Australian ICT industry for over 22 years. Over that time Alloy has established a strong reputation as



a manufacturer and distributor of networking and communications products. Consumers of I.T. products have come to recognise the distinctive quality of Alloy products, and value our excellent pre- and post-sales support services. Alloy has maintained a strong focus on these technology areas, and has developed high levels of expertise - and as a player in the I.T. industry which keeps abreast of technological developments, consumers appreciate that Alloy will bring 'leading edge' products to market as technological advances become available.

Alloy's partnership with pbxnsip further enhances the company's presence in the VoIP market segment, which Alloy entered in 2005. Alloy offers a comprehensive range of VoIP products, fully supported by comprehensive pre- and post-sales support services.

About pbxnsip Inc.

pbxnsip makes SIP-based Private Branch Exchange (PBX) telephone systems. The Session Initiation Protocol (SIP) is used to talk to attached devices like telephones, PSTN gateways and SIP service providers. The pbxnsip PBX is used to put the components from different vendors together in an enterprise communication system. Customers benefit from a modern PBX feature set that includes mobility support, computer telephone integration, and vendor independency. pbxnsip also respects the security requirements of a business critical application. Customers may run the PBX on Microsoft Windows and Linux-based servers and on embedded appliances. pbxnsip was incorporated in 2005 and is located in North Andover, Massachusetts, USA.

Karl Baker
Alloy Computer Products (Aust) Pty Ltd
29th January 2008