



FOR IMMEDIATE RELEASE

Broadvox Certifies Grandstream HD IP Phones on GO!VBX Virtual Business eXchange Solution

*Reduced Cost of Ownership, Automated XML Provisioning and Grandstream's IP CPE Rebate Program
Help VARs/Resellers and SMBs Seize the Financial and Productivity Rewards of Hosted UC*

Enterprise Connect, Orlando, FL (March 1, 2011) – Grandstream Networks, the leading manufacturer of IP voice/video telephony and video surveillance solutions, and Broadvox, an award winning hosted Unified Communications-as-a-Service provider and IP telephony industry pioneer since 2001, today jointly announced the interoperability and certification of Grandstream's newest GXP21xx/14xx series enterprise high-definition (HD) IP phones and the GXV3175 next-generation IP Multimedia Phone on Broadvox's [GO!VBX](#) - a hosted IP PBX platform. With this announcement, the organizational and financial investment SMB and Enterprise customers make when migrating to Unified Communications (UC) has become easier and more affordable to implement. VARs and integrators can now seize business growth opportunities and the guaranteed financial advantages of installing hosted IP solutions for business customers disinterested in on-site phone system solutions.

The GO!VBX (Virtual Business eXchange) is a hosted PBX cloud service that runs on a redundant set of platforms, providing reliability, scalability and performance to support growing demand and future customer growth. GO!VBX establishes a new business model in pricing for a virtual PBX. By separating the price of the extension license fee from the local and long distance calling usage, companies realize greater savings with regard to their communications spend. Furthermore, GO!VBX drastically reduces monthly recurring and capital costs for implementing UC and frees businesses from having to set up and maintain an on-site IP PBX. Capital investment is only required for desktop CPE.

Known for delivering the market's most attractively-priced IP phone solutions with more features and superior HD voice quality, Grandstream HD IP Phones coupled with Broadvox GO!VBX makes the switch to hosted UC much more financially rewarding. For VARs and resellers, the ability to mass deploy devices seamlessly and cost-effectively is achieved via automated XML provisioning with GO!VBX. Additionally, the Grandstream [Reseller Program](#) offers worldwide partners implementing its GXP CPE endpoints, the ability to garner additional revenue through instant rebates (when GXP products are purchased through a growing list of participating distributors).

"Grandstream is to be congratulated for the successful testing of their HD IP Phones, under the exacting standards required by Broadvox engineers," stated Pete Sandrev, VP of Customer Experience at Broadvox. "Together, Broadvox and Grandstream offer a high quality IP Communications solution for the worldwide market of Enterprise-class communication platforms."

"When Broadvox GO!VBX is deployed in combination with Grandstream HD IP Phones and multimedia phones, it results in significant cost savings when compared to other hosted offerings and communication systems that require premise based PBX installation," added David Byrd, Executive Vice President of Sales and Marketing at Broadvox.

The new [GXP series of enterprise SIP telephones](#), specifically, the GXP2100, GXP2110, GXP2120, and GXP1450 feature superior HD voice quality, PoE, XML customization flexibility, and productivity applications for enterprise and call center customers worldwide, who are in need of advanced IP telephony functionality,

secure and automated provisioning capability, crystal clear voice communications as well as broad SIP interoperability, and integrated web applications.

For enterprise customers seeking a more advanced, integrated visual communication experience with instant access to real-time web and social multimedia applications, Grandstream's new [GXV3175](#) IP Multimedia Phone redefines desktop multimedia communications. The sleek, tablet-like GXV3175 has a large 7" touch screen LCD, 1.3 Megapixel camera, integrated WiFi (802.11b/g/n) and PoE and XML customization flexibility for service providers. The 'always-on' GXV3175 features an integrated powerful Web browser, giving users convenient, one-touch access to personalized feeds of real-time online information services (such as news video or RSS feeds, weather, IM, stock/currency updates, etc), thousands of Internet radio stations, popular social networking sites (i.e. Facebook, Twitter - pending) and Internet streaming services like YouTube and Last.fm. For enterprise users, some advanced telephony features (such as virtual BLF keys and HTML/Javascript SDK) are also pending very shortly.

For advance/presales Broadvox provisioning of CPE, VARs and system integrators can source the GXP2100, GXP2110, GXP2120, GXP1450 and GXV3175 through [NETXUSA](#) and [ABPTech](#).

"We are pleased our new HD IP Phones and multimedia phones are now certified by Broadvox," said David Li, CEO of Grandstream, "The combined offering of our two companies has created an innovative and attractive solution that makes it easy for business owners to stay focused on growing their business and enjoying an HD voice and advanced visual communication experience without requiring a large financial commitment for UC."

Visit Grandstream at Enterprise Connect in Orlando, FL on Feb 28 – March 2 at Booth#1416.

About Broadvox

Founded in 2001, Broadvox is a worldwide leader in providing integrated and managed VoIP services to SMB, Enterprise, and carrier customers. It deployed one of the largest, full-featured, global VoIP networks, and is trusted by more than 300 telecommunications carriers, ASPs, ISPs, and over 10,000 businesses to transport more than 12 billion minutes annually. The Network Operations Centers, operating 24x7, provide the reliability, security, and quality of service necessary for the world's most discriminating customers. Broadvox offers SIP Trunking, SIP origination and termination services, and hosted Unified Communications solutions. Broadvox is headquartered in Dallas, Texas. For more information about Broadvox, visit www.Broadvox.com.

ABOUT GRANDSTREAM NETWORKS

Founded in 2002, Grandstream Networks is the leading manufacturer of IP voice/video telephony and video surveillance solutions. Grandstream serves the small-to-medium business and consumer markets with innovative products that lower communication costs, increase security protection, and enhance productivity. Our open standard SIP-based products offer broad interoperability in the industry, unrivaled features, flexibility, and price-performance competitiveness. Visit www.grandstream.com for more information.

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CONTACTS:

Lorena Leonard
Grandstream Networks
617-566-9300
marketing@grandstream.com

Malachi Threadgill
Broadvox
246-646-8014
mthreadgill@broadvox.com

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