



## FOR IMMEDIATE RELEASE

### **Grandstream and Objectworld Partner to Deliver End-to-End Unified Communication Solution to Pembina Trails School Division**

*Enhanced solution improves ability to build a stronger learning community between 2,000 staff and 14,000 students and parents*

**BROOKLINE, MA. — October 14, 2008** — Grandstream Networks and Objectworld Communications Corp. today announced that they have partnered to deliver an end-to-end unified communications solution for Pembina Trails School Division. The solution broadens Pembina Trails School Division's ability to build a stronger learning community with its 14,000 students and parents by making communications between parents, teachers, students and staff easier and more responsive.

The school division's IT team serves over 2,000 staff members across 34 buildings all connected via Canada's fastest educational dark fiber network. The partnership provides the staff members of Pembina Trails with over 500 of Grandstream's GXP280 IP phones in combination with Objectworld Unified Communication Server, Objectworld's end-to-end UC solution. The combination provides everything from VoIP, unified messaging, call control, virtual voicemail, voice paging, emergency out-dialing and a wealth of other features with Grandstream's high-quality, feature-rich and low-cost phones.

"This partnership helps us put hundreds of quality phones together with unified communications capabilities across our schools for remarkably low cost. Objectworld's solution already saves us up to \$200,000/year with unified communications. By adding Grandstream's phones to the solution, it will help us save more while making it easier for our teachers and staff to stay in touch with parents," said Don Reece, Director of Information Technology at Pembina Trails School Division.

Together Objectworld and Grandstream provide the school division with a lower total cost of ownership, robust functionality, and a plug-and-play solution. Grandstream's products take minutes to install and provision and Objectworld UC Server delivers a wealth of important features to educational institutions such as:

- **Emergency out dialing, notification and paging.** Emergency alerts can be broadcast through the school's overhead paging systems, and over the Grandstream phones for teachers, staff, students, and parents to be notified immediately of emergencies with automated out dialing.
- **Virtual voice mail.** Temporary or mobile staff without office phones can still have voicemail and check their messages from anywhere, allowing them to respond more quickly to parents.
- **Auto-configure and auto-detection of Grandstream's phones.** Staff plug the phone into an Ethernet connection and UC Server configures Grandstream's feature-rich phones as required, saving IT staff potentially hundreds of hours of deployment time.

- **Unified e-mail, voicemail and fax.** Objectworld's unified messaging feature integrated with fax allows anyone to fax from their desktop and receive their fax messages in an e-mail, ensuring staff have all parent communications at their fingertips. This feature allows the school division to save hundreds every month by eliminating redundant fax lines.

"We are very excited to partner with Objectworld and Pembina Trails School Division to deliver 500+ phones to their teachers and staff. At Grandstream, our mission is to provide customers with the best products at an unrivaled price-performance point on the market," said David Li, CEO of Grandstream. "The GXP 280 provides high fidelity wideband audio and a full-duplex speakerphone with rich functionality – ideal for customers who want a high quality flexible phone for low-cost."

Grandstream Networks is the recognized leading manufacturer of high quality and affordable IP-PBX's, SIP trunking gateways, video and voice IP solutions for the worldwide VoIP market. Objectworld provides the industry leading unified communications (UC) and communications-enabled business process (CEBP) solutions that small- to medium-sized businesses need for the price points they can afford.

"Schools rely on effective communication, whether it's reporting a child absent to the school alerting parents with automatic emergency notification," said David Levy, Objectworld's president and chief executive officer. "At Objectworld, we're very proud to be working with Grandstream and playing an important role in helping Pembina Trails School Division build their learning community with effective, low-cost unified communications."

Pembina Trails School division initially partnered with Objectworld to bring unified communications to the school division in 2006. Reece added, "At the time, the vendors we were talking to were saying, 'you need a Cisco solution'. We needed Objectworld. This new partnership with Grandstream, which would have been impossible had we bought Cisco, or another proprietary solution is another reminder that Objectworld was the right choice."

### **About Grandstream**

Grandstream Networks, Inc. is an award-winning designer and manufacturer of next generation IP voice and video products for broadband networks. Grandstream's products deliver superb sound and picture quality, rich telephony features, full compliance with industry standards, and broad interoperability with most service providers and 3rd party SIP based VoIP products. Grandstream is consistently recognized in the VoIP industry for their innovation, affordability and superior value in their products. Grandstream Networks is a private company headquartered in Brookline, MA with offices in Los Angeles, Dallas and China. For more information, please visit [www.grandstream.com](http://www.grandstream.com).

### **About Objectworld**

Objectworld™ Communications Corp. provides unified communications software solutions that enable small- and medium-sized businesses with Microsoft® Windows® platforms to drive workforce productivity and improve organizational responsiveness. Its award-winning product, Objectworld UC Server®, integrates business communications, business processes and corporate data to deliver a true communications enabled business process solution. Objectworld solutions provide unprecedented simplicity and value to businesses that want to make a smooth transition from simple telephony to a feature-rich unified communications solution, while leveraging their investment in their PBX and Microsoft business systems. For more information, please visit [www.objectworld.com](http://www.objectworld.com).

### **For More Information**

Objectworld Contacts:

Fran Bosecker  
Vantage Communications (for Objectworld)  
845-536-1416  
[fbosecker@pr-vantage.com](mailto:fbosecker@pr-vantage.com)

Vincent Guihan  
Director, Marketing Communications  
Objectworld Communications Corp.  
613-599-9698 ext. 297  
[vguihan@objectworld.com](mailto:vguihan@objectworld.com)

Grandstream Contact:

Karleen Greene  
Marketing Communications Manager  
Grandstream Networks  
617-566-9300 x 821  
[marketing@grandstream.com](mailto:marketing@grandstream.com)

About Pembina Trails:

Contact:  
Don Reece, Director of Information Technology  
[dreece@pembinatrails.ca](mailto:dreece@pembinatrails.ca)  
<http://technology.pembinatrails.ca>