

Broad-Connect Telecom to Introduce the Lync TVA Server at ITEXPO in Las Vegas, Nevada

Broad-Connect Introduces the Lync TVA Server to SiP Enable Legacy Handsets utilizing the Portico TVA to Work on Microsoft Lync.

Amherst, NY August 22 2013 – Citel. The VoIP Migration Company™ is pleased to announce that its partner, Broad-Connect Telecom, will be introducing a brand new offering at the upcoming ITEXPO being held August 26-29, 2013 at the Mandalay Bay Hotel in Las Vegas, Nevada. The new product solution enables Citel Technologies' Portico TVA, a product that SiP enables legacy telephone handsets, to work with Microsoft Lync.

Although Microsoft Lync was primarily developed for end users to use soft phones to communicate over IP, many customers continue to prefer having a physical handset on their desk. Many have however balked at the cost of a total IP telephony migration. The Lync TVA Server developed by Broad-Connect will meet this need. This complete system will be on display at the Microsoft Lync Partner Solutions Pavilion, booth #412 and will be introduced at the Lync Solution Pavilion Theater at 1:30pm on Thursday August 29, 2013 by Ian Gomm, VP, Sales & Marketing under the session title "You Can Teach Old Phones New Tricks: Lync'ing Legacy Handsets".

This new system will enable large, geographically diversified corporations to move all of their IT and telephony requirements to Microsoft Lync in a much faster manner. At the same time they can retain much of the functionality considered key on the telephony side of the business. Additional functionality available through IP telephony can be added to the existing handsets. A demonstration of this system will be available at the stand and everyone is encouraged to visit for a closer look at how telephony with Microsoft Lync can be simplified.

"We continue to be impressed by the market demand for having the Portico™ TVA™ work with Microsoft Lync and are excited that that Broad-Connect has developed a server system that bridges the compatibility issue" said Mr. Gomm "and we are looking forward to working with them to bring this joint solution to market"

About Citel

Citel Technologies, Inc. enables SMBs, large enterprises and service providers to realize the cost and productivity benefits of IP telephony while at the same time leveraging their existing cabling infrastructure. Businesses with single or distributed locations and PBX vendors can now deploy next generation IP applications and services at their own pace, with minimal business disruption. Service providers can deploy Hosted IP telephony services quickly, without having to "rip and replace" existing enterprise PBX handsets and LAN cabling. Citel is based in Amherst, New York with offices in Loughborough, England and Toronto, Canada. For more information on Citel visit www.citel.com or email sales@citel.com.