

Citel's Portico™ TVA™ To Be Exhibited at ITEXPO in Las Vegas, Nevada

Broad-Connect Telecom, to Partner with Microsoft to Demonstrate the Use of Citel Technologies' Portico™ TVA™ to Enable Legacy Handsets to Work on Microsoft Lync.

Amherst, NY August 1, 2013 – Citel. The VoIP Migration Company™ is pleased to announce that its award winning VoIP migration device, the Portico™ TVA™ will be exhibited at the upcoming ITEXPO being held August 26-29, 2013 at the Mandalay Bay Hotel in Las Vegas, Nevada. One of its partners, Broad-Connect Telecom, Inc. a leading provider of hosted Voice, Video, Data and IT Security solutions in Canada and the USA has been asked to participate at ITEXPO by Microsoft to demonstrate its total solution encompassing Citel's media gateway to SIP enable legacy 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. By utilizing the system developed by Broad-Connect, companies can SIP enable their legacy handsets ensuring a swift, smooth and cost effective transition to voice on Microsoft Lync. The existing cabling infrastructure can be used to connect those phones with Lync, retaining the Category 5/6 cabling for data requirements alone, thereby removing any QoS concerns.

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.

"There has been a great deal of interest at Citel in having the Portico™ TVA™ work with Microsoft Lync however due to compatibility issues that was always a concern" said Ian Gomm, VP, Sales & Marketing at Citel, "However, Broad-Connect developed a server system that bridged the compatibility issue 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.