Press Contact:

Wymond Choy InnoMedia Inc. (408) 432-5474 wchoy@innomedia.com



INNOMEDIA ESBC EXPANDS BUCKEYE TELESYSTEM'S SIP TRUNK OFFERING

To Support Enterprises with TDM Phone Systems

Milpitas, CA – May 12, 2014 – InnoMedia, the leader in Embedded Enterprise Session Border Controller (ESBC) technology, today announced broadened adoption by Buckeye TeleSystem of the InnoMedia ESBC line for its SIP trunk offering.

SIP trunks provide the same level of quality at a much lower price per circuit when compared to conventional analog phone circuits and are incrementally scalable in real time without the need to install new lines. Using InnoMedia's PRI capable ESBCs, enterprises with in-house TDM PBX phone systems will accrue all the benefits of SIP trunking without having to replace their existing PBX and telephone sets.

The InnoMedia ESBCs allow service operators to deliver scalable, QoS-managed SIP Trunking and Hosted PBX services to their business customers. For enterprises utilizing a TDM PBX today, the InnoMedia ESBC with PRI includes a SIP ALG and B2BUA capability that offers a simple migration path to Hosted deployments and full end-to-end SIP trunking without the service operator having to replace customer premise equipment.

"We've enjoyed great success with InnoMedia ESBCs connected to our network," said Adam Hashi, Manager of VoIP Engineering for Buckeye TeleSystem. "Exclusively using the InnoMedia ESBC, Buckeye Telesystems is successfully offering enterprises the benefits of SIP trunks regardless of whether they have IP Phones, IP PBXs or a traditional TDM PBX."

"We are proud to have partnered with Buckeye TeleSystem to provide SIP trunk services for several years with great success," said Shailesh Patel, Senior Director of Product Management at InnoMedia. "SIP trunking adoption is growing rapidly and we are proud to be in the forefront of that technology with our comprehensive line of ESBCs, which includes support for one or multiple PRIs."

InnoMedia ESBCs have been successfully deployed commercially since 2011. All models of the InnoMedia ESBC have an internal battery backup, complete session border control features and 911 support. The telephony features of the ESBC include reliable fax with T.38, POS friendly features including high/low-speed modem support, two B Channel Call Transfer

(TBCT) and RLT support. Furthermore, the ESBC offers carrier grade diagnostics and is highly manageable with auto-provisioning and device management.

About InnoMedia

Founded in 1995, InnoMedia is a privately owned multinational organization with operations in the United States, Singapore, Taiwan and China. The company delivers Internet, broadband access IP Telephony, and SIP Trunking solutions to Cable MSOs, broadband service providers and distribution partners. InnoMedia has the most advanced, award-winning portfolio of IP Telephony solutions available in the market today, delivering high-quality voice and video over any IP network. For more information on InnoMedia, visit the company's website at <u>www.innomedia.com</u>.

About Buckeye TeleSystem:

With a customer-centric mission, Buckeye TeleSystem is the dominant communications provider for commercial customers primarily in the Northwest/North Central, Ohio and Southeast, Michigan areas. Established in 1994, Buckeye TeleSystem maintains superior customer satisfaction by providing a wide array of integrated communication services and solutions delivered across their highly-advanced fiber SONET and carrier-grade Ethernet core network. As a result of having an advanced Network Operations Center, many Buckeye TeleSystem customers have acquired co-location services, allowing them to establish a disaster recovery location.

With an eye to the future, Buckeye TeleSystem continues to roll out advanced services and bundles to its customers. Utilizing Session-Initiated Protocol (SIP), offerings such as Hosted Stations (Hosted IP-Centrex), SIP Trunks, enterprise call center, high-definition voice, and unified messaging are all available under the Epiphany Integrated Communications product suite. With options for private or public IP transport, not only are Epiphany services available to businesses within their primary service area, but virtually anywhere across the globe!

Buckeye TeleSystem is a subsidiary of privately-owned Block Communications, Inc., whose other holdings include Buckeye CableSystem (<u>www.buckeyecablesystem.com</u>) a multiple system cable operator in the Toledo/Sandusky, OH area, and the Toledo Blade (<u>www.toledoblade.com</u>) and Pittsburg Post-Gazette(<u>www.post-gazette.com</u>) daily newspapers.