

MEDIA STATEMENT issued by The Amanda Company

Link to PDF version of statement: [http://www.taa.com/downloads/press\\_releases/2008011401.pdf](http://www.taa.com/downloads/press_releases/2008011401.pdf)

Link to Product Images : [http://www.taa.com/press\\_releases.html](http://www.taa.com/press_releases.html)

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FOR IMMEDIATE RELEASE

## TechnoCo Appoints Amanda to Distribute Vdex-40 Embedded Asterisk\* IP-PBX in North America

San Diego, California, USA, 14 January 2008 -- The Amanda Company announced it has been appointed as a Master Distributor of TechnoCo's Vdex-40 embedded Asterisk IP-PBX for North America.

Vdex-40 is claimed to be the first Asterisk appliance to maximize voice quality by implementing multiple microprocessors dedicated to the separate processing of voice and data, this is in addition to separate digital signal processor(s) for voice compression using G.711, G.723.1, G.726 and G.729a/b and echo cancellation using G.168. Even with this advanced technology, the companies state that Vdex-40 remains a truly affordable, Internet enabled, IP telephone system designed specifically for the SOHO (Small Office Home Office) market.

Vdex-40 is a fully embedded Asterisk based platform that further minimizes the potential for mechanical failure by replacing a spinning hard disk drive with flash memory and eliminating the noisy fans of internal power supplies. The replacement of electro-mechanical components with flash memory and an external transformer provides greater reliability than the mechanical equivalents used with traditional PC server solutions.

"Given our success in marketing, selling, and supporting our AMANDA brand of telecommunications products, we fully understand the requirements and dynamics of SOHO telecom product sales. TechnoCo's Vdex-40 appliance delivers incredible value to the small business market by making VoIP and IP-PBX technology affordable to a much broader audience," said Mr. David Woo, Managing Director of The Amanda Company, who also added, "and frankly the Vdex-40's hardware design is far superior to other Asterisk appliances since it uses a multi-processor approach along with hardware codecs for voice and echo cancellation."

"After meeting and working with The Amanda Company, we are confident Amanda are the ideal distribution partner for Vdex in North America," said Mr. Rick Spielrein, Manager of TechnoCo Pty Ltd. "Their experienced sales staff, combined with their quality customer support team can present, install, and support the scenarios which Vdex-40 is targeting in its design, feature set and value-for-money price point."

For additional information regarding Vdex-40, contact David Woo or visit [www.taa.com](http://www.taa.com). Product availability is expected at the end of January 2008.

### About TechnoCo Pty Ltd

TechnoCo ([www.technoco.biz](http://www.technoco.biz)) was founded by three pioneers of the voice over Internet (VoIP) industry whose previous company, OzEmail Interline, was the first in the world to provide commercial Internet telephony to the public on a global basis. Operating across seventeen countries, OzEmail Interline was sold "last century" to a division of MCI WorldCom. While maintaining interests in the technology sector the founders identified an opportunity to empower contributors to open source VoIP software and created "technoCo".

#### About The Amanda Company

The Amanda Company ( [www.taa.com](http://www.taa.com) ) designs, develops, and delivers call processing systems for small to medium businesses that include voice mail, automated attendants, fax servers, IVR systems, unified messaging, desktop ACD's, and VoIP IP-PBX systems.

#### Notes:

Vdex is an acronym derived from the phrase: Voice Digital EXchange.

#### CONTACT POINTS

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#### ™ Trademarks:

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