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Samsung Announces Availability of SIP Services and Remote Location Features for OfficeServ™ 7000 Series

Feature updates deliver added cost savings and increased mobility for SMBs

RICHARDSON, Texas – Nov. 20, 2008 – Samsung Business Communication Systems (BCS) has announced the availability of session initiation protocol (SIP trunking and SIP stations) and new mobility features for the OfficeServ 7000 series systems. With these feature updates, Samsung enables channel partners to help small and midsized businesses (SMB) customers better utilize their networks and to leverage powerful mobility across remote locations. Among the pioneers in the SMB market, Samsung's OfficeServ 7000 family of products delivers true convergence to SMBs with as few as one user to as many as 400.

Samsung's latest SIP services software release for the OfficeServ 7000 series is helping SMBs to facilitate cost savings and is attractive to SMBs primarily due to monthly recurring cost savings it generates versus traditional Public Switched Telephone Network services. SIP trunking also provides network flexibility as SMBs manage growth, helping them avoid the incremental spikes of purchasing entire T1 circuits or slightly smaller increments of T1 or E1 circuits to expand their network. Additionally, SIP trunking provides an opportunity to utilize virtual telephone numbers that can greatly reduce long distance charges.

Adding more value to SMBs' increasing appetite for convergence and productivity, Samsung's SMT-W5100E VoIP 802.11g wireless handset can now be registered to the OfficeServ 7000 series phone system for use at remote locations. Now workers can stay connected and productive at all times. Whether they are working from home, at a remote office or in an expansive warehouse, workers can stay connected and productive without being tethered to their desks.

"We are pleased to offer our channel partners and SMBs the cost-saving benefits of SIP trunking and enhanced mobility features with this latest software release for the OfficeServ 7000 series," said Doug Wonson, vice president and general manager, Samsung BCS. "Samsung BCS is committed to continuous innovation and to delivering

enterprise-class convergence to the SMB market. These recent updates represent our focus on delivering cost-effective and powerful converged solutions for small businesses."

The OfficeServ 7000 series levels the playing field for today's SMB by supplying voice and data, wired and wireless, traditional voice and VoIP telephony capabilities – all on a single, cost-effective platform. All SMBs have to do is choose the OfficeServ configuration that is right for them: the OfficeServ 7000 series platform can support 2 - 480 stations, and since it is the goal of every business to grow, the OfficeServ platform has a modular design and can easily accommodate future business growth.

The OfficeServ 7000 series – a result of Samsung BCS' expertise in wireless communications, IP technology and core networks – offers converged systems that are both cost-effective and tailor-made for an SMB's unique needs. And a converged platform – not just voice and data, but the convergence of wireline and wireless – brings a whole new set of benefits previously only available for the large enterprise. Employees at a smaller company using a converged communications system are easily accessible since they can be contacted anytime, anywhere; therefore, increasing their productivity.

About Samsung Business Communication Systems
Samsung Business Communication Systems (BCS), a Dallas-based division of Samsung Telecommunications America (STA), is the distribution arm for the company's line of business communications solutions. Targeting small- to medium-sized businesses, Samsung BCS offers an elite line of telephony-based customer premise equipment (CPE) with dynamic architecture that can accommodate tremendous growth at low incremental costs to meet a variety of communications needs. As an innovator in convergence technology, Samsung's business communications systems combine traditional voice and data capabilities with wireline and wireless technologies providing fully integrated, converged communications platforms and applications. In addition to CPE, Samsung BCS also offers a comprehensive line of voice processing equipment, CTI applications and wireless solutions.

For more information, please visit www.samsung.com/bcs.

About Samsung Electronics
STA's parent company, Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2006 parent company sales of US$63.4 billion and net income of US$8.5 billion. Employing approximately 138,000 people in 124 offices in 56 countries, the company consists of five main business areas: Digital Media, Telecommunication Network, Semiconductor, LCD, and Digital Appliance. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones, and TFT-LCDs. For more information, please visit www.samsung.com.

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