



MEDIA RELEASE

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Wavelink Expands Operations

Wavelink Communications today announced the opening of its Sydney offices. Founded in early 1998, Wavelink Communications specialises in the supply, marketing and support of a range of leading edge digital wireless telephone systems and associated products that provide cost effective business solutions to Australian organisations. In making the announcement, Wavelink Communications Managing Director, Dr. Paul Keswick noted "With offices established in Sydney, Melbourne and Perth, Wavelink are now able to have a direct local presence covering the bulk of the Australian market."

Enterprise reengineering and downsizing has resulted in greater cost control and leaner organisations with less administrative support for workers to rely on. At the same time, success in today's competitive environment is increasingly being measured by the ability to be "customer driven" and to provide higher levels of customer service. To adapt to both of these trends, organisations have increasingly been relying on the application of technology, particularly in the area of IT&T. Providing users with an array of wireless products to facilitate increased mobility and accessibility has been one of these applications.

Telecommunications around the globe are progressively becoming wireless, from public mobile telephone networks all the way down to domestic single line cordless telephones. Australia is recognised as an enthusiastic adopter of such new technology, being a leading country to embrace mobile phones (over 30% of the population) and cordless phones (over 50% penetration of all homes). As such, Wavelink is ideally positioned to take advantage of the opportunities currently being presented in the Australian market.

Wavelink Communications aim to offer the highest possible levels of ongoing support to its distribution channels and to end-users, utilising the strengths and extensive industry experience of the Wavelink team.

Wavelink is the exclusive Australian distributor for the following brands:

- Kirk telecom A/S (Denmark) www.kirktelecom.dk
- Hagenuk GmbH (Germany) www.hagenuk.de

The Wavelink product range may be subdivided into the following categories:

- DECT wireless systems that are adjuncts to new or existing PABX's, with up to 128 cordless phones connecting to the PABX as analogue extensions. These systems support integrated paging and LAN based text messaging to handsets.
- A family of ISDN based, wireless PABX systems supporting up to 150 DECT terminals. These can be used as standalone wireless PABX's or as adjuncts to larger wired PABX's.
- Single line (analogue extension or PSTN) DECT cordless phones.

- Accessories and options for the entire range of systems.
- A range of OnRamp ISDN compatible corded telephones. For larger systems, target customers include large site installations such as office buildings, hospitals, warehouses, factories, car yards, construction sites, hotels, shopping centres etc. Smaller systems are targeted to meet the needs of SOHO users as well as sub-sites to larger systems. Special attention is paid to those sites where cabling is expensive or prohibited (such as heritage sites), making a wireless solution an extremely attractive proposition.

DECT (Digital Enhanced Cordless Telecommunications) is recognised as the leading digital cordless technology in the world for wireless PABX applications. Over 25 million DECT products have already been sold worldwide, with growth rates forecasted to exceed 50% per annum in coming years. In excess of 100 countries have already allocated frequency spectrum for DECT, with over 200 different types of products already on the market. There is also a significant trend towards DECT technology replacing analogue domestic cordless phones. In Germany, more than 80% of all cordless phones sold are now DECT. The benefits of this are that as volumes continue to grow, this will ensure that cost/performance improvements as well as ongoing technology developments occur.

A national network of Authorised Specialist Dealers have been trained and accredited by Wavelink to provide sales, installation and support for product and services. Wavelink has also developed partnerships with Telstra and selected PABX vendors to facilitate a complete packaged solution to the end-user.

Planned technology enhancements that ensure a bright future for Wavelink Communications include integrated e-mail messaging into cordless handsets, cordless data and integrated site security / alarm systems into cordless handsets