



COMMUNICATIONS
Enterprise IP Solutions

Major Savings on Phone Systems and Call Plans for Small and Medium Businesses from engin and Samsung Communications

Sydney, 4 May 2010: engin Limited (ASX:ENG), Australia's leading broadband telephony company, and Samsung Communications have combined expertise to bring the latest telecommunications systems to Australia's small to medium businesses. Using VoIP technology, SMEs can benefit from very low call plans from engin and fully featured phone systems from Samsung.

The deal bundles Samsung's OfficeServ 7000 series IP PBX range with engin's VoIP call delivery. During May, SMEs can save up to \$2000 in upfront costs while confidently making the move to VoIP and ensuring the long term cost savings of proven VoIP telephony.

With the purchase of a new Samsung OfficeServ system, Samsung Communications will provide special offers to enable VoIP functionality free of charge to new and existing engin customers. http://www.samcom.com.au/offer_engin_sip.aspx

engin will then provide customers with free line rental for the first three months, plus the significant ongoing savings provided by its full range of highly competitive VoIP call plans. <http://business.engin.com.au/HomeOffice.aspx>

Additional functionality being supplied free with the deal is Samsung's Mobile Executive Integration (Mobex), or 'twinning', which is the ability to have a mobile phone and fixed line handset ring simultaneously when the fixed line is dialled. This allows the seamless answering of either the fixed handset or the mobile phone.

"With Samsung Mobex, customers can get hold of you first time, every time, no matter where you are. There is great demand for this functionality in the SME market and we see this as a highlight of the offer to engin customers," Brett McInnes, General Manager of Samsung Communications, said.

Jack McKeon, Head of Business Markets at engin, said: "This is a great offer for any business looking to enjoy big business features and the savings associated with VoIP telephony. Customers who have been reticent about investing in the move to IP should jump at this opportunity."

The range of Samsung OfficeServ Enterprise IP solutions offer flexibility, high level features and unrivalled functionality. The [OfficeServ 7030](#) is designed for small businesses requiring up to 20 extensions. The range capacity increases with the [OfficeServ 7100](#), [OfficeServ 7200](#) through to the [OfficeServ 7400](#), which simultaneously supports traditional voice communication, VoIP, IP-based data communication and wireless solutions through wireless LANs.

This bundled deal is available from all Samsung Communication Centres and selected Samsung Communications Authorised Partners nationally. To be directed to a dealer call either Samsung Communications on 1800 815 174 or engin on 1300 132 406.

About engin Limited - www.engin.com.au

engin is an Australian owned and operated telecommunications network listed on the Australian stock exchange (ASX:ENG).

On the back of its reputation for bringing competitively advanced priced VoIP services to small business markets and residential users, the company is also renowned for delivering low cost broadband services to Australian consumers.

engin's growth has been underpinned by a 2007 strategic partnership with the Seven Network.

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About Samsung

Samsung is a global leader in the manufacture and supply of innovative consumer electronics, mobile telephony and IT products. It is one of the world's largest companies with global turnover exceeding \$100 billion and more than 170,000 employees.

Through innovative technology, distinctive designs and a dual focus on convenience and value, Samsung has remained at the forefront of the digital revolution. A premium brand image has also powered Samsung's growth in the telecommunications category.

In 1989, Samsung entered the Australian telephone systems market as a supplier of Telstra's Commander HX products before introducing its own brand in 1996. In that time, Samsung has established a strong reputation for cost effective, feature rich and reliable systems. Based on its success, Samsung Communications continues to invest in the local market to secure its position as the leading communications solution provider for small and medium business with its strategic carriage partners.

The Samsung OfficeServ range integrates the latest developments in Internet Protocol (IP) technology with the intelligence and stability of traditional telecommunications technology. The Samsung OfficeServ range has a suitable converged communications solution for any sized business – from small single site businesses to large multi-site enterprises..

Today, Samsung Communications provides best-in-class unified communications, IP telephony and mobility solutions to businesses through its Accredited Partner channel to leading private sector businesses and Government organisations around Australia, Fiji and Papua New Guinea. Samsung Communications delivers state-of-the-art communication solutions that improve efficiency, collaboration, customer service and competitiveness for its customers.

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