



## **Mediatrix Telecom Selected for Membership in Avaya DevConnect Program**

**Network of companies creates innovative, IP-enabled Intelligent Communications applications that extend the value of multivendor networks**

**Sherbrooke, QUEBEC, February 05, 2008** – Mediatrix Telecom, a leader in Voice over Internet Protocol (VoIP) access devices and gateways, today announced it has been selected by Avaya Inc., a leading global provider of business communications applications, systems and services, for membership in the Avaya DevConnect program.

Mediatrix Telecom is the developer of advanced VoIP access devices and gateways. Its products provide an ideal migration path for businesses wishing to protect their current customer-premises equipment (CPE) investment (analog/digital phones, fax machines, PBX and Key Systems) while migrating to a converged IP network. Mediatrix products and solutions are widely interoperable and have received commercial endorsement from some of the world's leading telecommunications equipment manufacturers as well as from large telecommunication carriers.

The Avaya DevConnect program promotes the development, compliance-testing and co-marketing of innovative third-party products that are compatible with standards-based Avaya solutions. Member organizations have expertise in a broad range of technologies – including IP telephony, contact centers and mobility applications – helping companies extend the value of multivendor networks and transform voice into an intelligent business application that delivers true value to the bottom line.

"Membership in Avaya's developer community will help us build our business by serving customers more efficiently and effectively," said Serge Beaudoin, president of Mediatrix Telecom. "Building on Avaya resources and working more closely with the company to deliver compliance-tested solutions to the market, we are able to reduce network complexity, improve security and reliability, and speed time to deployment so businesses can quickly realize a benefit to their bottom line."

The Avaya DevConnect program currently includes thousands of software and hardware developer companies, integrators, service providers and customers. Members have created a broad array of innovative solutions tested for Avaya compliance, including natural language speech recognition applications, wireless services, specialized computer telephony integration and reporting capabilities, and applications tailored for specific vertical industries. Through the DevConnect program, Avaya provides a number of tools and capabilities to member companies. One example is Application Enablement Services (AES)—a set of application programming interfaces, protocols and Web services that makes it easier for developers to create Avaya-compatible networks, devices and applications.

"With the involvement of companies like Mediatrix Telecom, our Avaya developer community has become a catalyst for rapid innovation — creating multivendor applications that help enterprises around the world unleash powerful new possibilities for operating more efficiently and effectively," said Eric Rossman, vice president, developer relations and technical alliances, Avaya. "We help businesses embed secure, reliable Intelligent Communications into the very fabric of their organization so employees and customers have ready access to information regardless of where they are and how they prefer to communicate."



As a member of the DevConnect program, companies have access to a wide range of support from Avaya, including technical resources and training. There are three levels of membership – Registered, Gold and Platinum – each entailing progressive levels of marketing and sales involvement. Free Registered membership is available to anyone interested in designing Avaya-compatible solutions. Gold-level members and Platinum members must meet rigorous Avaya criteria for customer satisfaction, product support, business operations, marketing and sales. Mediatrix Telecom is a Gold member of the Avaya DevConnect program. Membership information and a listing of solutions developed and tested under the DevConnect program are available at [www.avaya.com/devconnect](http://www.avaya.com/devconnect).

#### **About Avaya**

Avaya delivers Intelligent Communications solutions that help companies transform their businesses to achieve marketplace advantage. More than 1 million businesses worldwide, including more than 90 percent of the FORTUNE 500<sup>®</sup>, use Avaya solutions for IP Telephony, Unified Communications, Contact Centers and Communications-Enabled Business Processes. Avaya Global Services provides comprehensive service and support for companies, small to large. For more information visit the Avaya Web site: <http://www.avaya.com>.

#### **About Mediatrix Telecom**

Mediatrix develops and markets advanced VoIP access devices, gateways, routers, and value-added software enhancements for the enterprise, SOHO, and residential markets. Its products provide an ideal migration path for end users wishing to protect their current CPE investment (analog/digital phones, fax machines, PBX and Key Systems) while migrating to a converged IP network. Mediatrix products and solutions are widely interoperable and have received commercial endorsement from some of the world's leading manufacturers of telecommunications equipment as well as from large telecommunication carriers. Mediatrix is a wholly owned division of Media5 Corporation, a high technology holding company based in the Montreal area, in Canada. Media5 Corporation also owns M5T, a software provider focused on delivering the latest in SIP software technologies and security solutions to companies developing applications for real-time multimedia communications over IP. Mediatrix has corporate offices in the Sherbrooke area, in Canada and regional offices in the United States, Europe, Latin America and Asia. For more information, please visit [www.mediatrix.com](http://www.mediatrix.com).

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