



PRESS RELEASE

The Airstream Trailer: DSCI's "Demo Room on Wheels" Hits the Road

Mobile demo room shares the experience of the iPBX Hosted Communications Service

September 12, 2012 -- Channel Partners Conference & Expo, Orlando, FL -- Interest for DSCI's flagship product, the [iPBX Hosted Communications Service](#) (a business-class, cloud-based VoIP phone system) is spreading like wildfire across New England. Prospective customers like to try out iPBX and its [Polycom phones](#) first-hand, but some of them don't have the time to visit the demo room at DSCI's sales office in Waltham, MA.

As part of its mission to be "not just another telco" – clearly differentiating itself from large, impersonal telecom providers – DSCI found a unique solution to this challenge. The company partnered with [Turtle Transit](#), the leading pioneer of mobile marketing vehicles and exhibits, to create a new demo room on wheels. Hidden within the iconic "silver bullet" design of a vintage Airstream trailer is a modern, office-like environment stocked with a surprising amount of technology – all so visitors can gain the full iPBX experience from the location that's most convenient for them.

Transforming the Airstream from a camper to a conference room was no small feat. Turtle Transit completely removed the existing interior from the trailer, then custom-built new fixtures and finishes such as tables, cabinetry, overhead lighting, and architectural accents. On top of that, DSCI added all the technology needed for the Airstream to be a fully-functioning demo room, including a complete range of Polycom IP phones, a video conferencing station, and a 60" touchscreen monitor.

Now, with its metamorphosis complete, the DSCI Airstream has officially hit the road – and gone on a 1,300-mile road trip. The trailer is now parked on the show floor at the Channel Partners Conference & Expo, taking place this week in Orlando, FL. Expo attendees are invited to visit the Airstream, located at the end of Aisle 700, to learn more about DSCI and its agent program. Attendees may also meet with DSCI at Booth 712.

After its inaugural road trip to sunny Florida, the DSCI Airstream will return to New England just in time for the fall foliage season. Visiting office parks and industry events throughout the region, it will bring iPBX to the masses.

Visit www.dscicorp.com/airstream to learn more about DSCI's mobile demo room and request an appointment.

Contacts

For further information, please contact:

Stacey Corbin
Marketing Communications Specialist
DSCI Corporation
Phone: 781-861-4629
Email: scorbin@dscicorp.com



About DSCI Corporation

DSCI Corporation believes that its enterprise customers deserve current, proven, and highly personalized communications technology. Since 2000, more than 1,100 organizations across New England have harnessed the power of DSCI's Hosted Communications Network for voice, data, and Internet services that run at the speed of business. DSCI backs its services with a zealous commitment to customer support, including a 100% network uptime guarantee and 24/7/365 Customer Care. Learn more at www.dscicorp.com or call 866-GET-DSCI (866-438-3724).