

About ESI

Information for a prospective customer



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Contents

- Overview..... 1
- History..... 1
- Keys to ESI's success..... 1
- Core technology..... 2
 - DSP leadership 2
 - Integration of voice mail 2
 - VoIP capability 2
- Products 3
 - VoiceWorks 16 — Enhanced voice mail for other phone systems 3
 - IVX Series — The All-In-One Digital Phone System..... 3
 - IP Series — The All-In-One IP PBX..... 3
- Industry awards..... 4
- Behind the products..... 4
 - Technical support 4
 - Manufacturing 4
 - Quality assurance..... 4
 - Patents 5
- Why buy an ESI product? 5

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IP Series and IVX Series products are protected by U.S. Patents No. 6,067,349 and 6,252,944, and others pending.

ESI is an ISO 9001-certified company.

Overview

Estech Systems, Inc. (ESI) designs, manufactures and markets advanced, highly featured, business communications systems for small and midsize companies. ESI's products are sold and supported directly through a carefully selected, nationwide network of factory-trained Resellers. We have enjoyed remarkable growth and uninterrupted profitability since our inception in 1987. To date, we have built and shipped over 60,000 systems. Our company is a privately held Texas corporation with headquarters in the city of Plano.

ESI and its products have been embraced by our customers since we introduced our award-winning voice mail and telephone systems to the telecommunications industry more than a decade ago. ESI was the first manufacturer to build a truly "combined" telephone and voice mail system and has numerous patents granted on our unique design and features. ESI is highly regarded for the reliability of our products and for our ability to support unique real world applications through practical and effective feature innovation. Progressive vision, leading-edge technology, legendary reliability and award-winning products define ESI.

History

In 1987 ESI was founded, introducing products designed for the hospitality marketplace. In 1990, the company made a strategic shift to serve the small business voice mail marketplace. The **Escort™** automated attendant and **VoiceWorks** voice mail systems were the first products developed for this broader market and served as the catalyst that started ESI's extensive development in Digital Signal Processors (DSP) controlled voice storage. DSPs — high-powered semiconductors that manage analog functions in a digital environment — and related software can replace hundreds of hardware components, making the design and production of new systems along with the upgrading of existing systems more efficient and cost-effective.

In 1995, using its advanced voice storage and DSP software development skills, combined with phone system hardware design expertise, ESI created the first single-processor based phone and voice mail system, the **IVX® All-In-One Phone System**.

Building on the knowledge gained with the creation of the original IVX, ESI released the **IVX 128**, our All-In-One Phone System capable of expanding to 128 total ports. The smaller **IVX 20** was also created for the smaller size business customer when voice mail became a standard requirement.

In 1999 ESI began development of our most significant product initiative to date, the **IP Series All-In-One IP Phone System**. Released in 2001, after extensive research and testing, the IP Series leveraged ESI's core strengths and squarely placed ESI as an early leader in the exploding VoIP (voice over Internet Protocol) marketplace.



Keys to ESI's success

- **Commitment to total customer satisfaction** — Our company's commitment to total customer satisfaction has earned ESI a strong reputation among our Resellers, who demonstrate strong loyalty to the ESI product line. Because of their confidence in our commitment to customer satisfaction, they provide the same high levels of service to their own customers — resulting in similar loyalties.
- **Financial stability and strength** — Our company has been self-funded and profitable since its inception. Effective management of our company's growth (in excess of 35% per year over the past five years) and sound fiscal practices are the guiding principles within the ESI management team.
- **Focused product development** — The cornerstone of our success is incorporating the newest advanced and viable technologies into usable, real-world products. Further, by listening to our customers, we create and then enhance those products. That is why ESI consistently earns praise for exceeding the expectations of our customers.



Core technology

We choose to design and build all of our products using as much internally developed technology as possible. The significant investment in these core capabilities has created an extraordinary depth of technical expertise and is the foundation that allows us to truly innovate in product design.

DSP leadership

Digital signal processors (DSPs) are extremely high-powered semiconductors that manage analog functions in a digital environment. Using ESI's design requirements, a DSP and related software replaces hundreds of hardware components.

Starting with a foundation of powerful and intelligent DSP use, along with bold architectural designs, we created our products with **significantly less hardware**. The result is **increased reliability** and **greater long-term satisfaction**. Our products lead the industry in actual DSP content and, more importantly, in the exceptional application of our **custom-developed** DSP algorithms. The results are stronger, more reliable uses of the DSP than those of the DSP manufacturers themselves.

A good example of this DSP design approach is the telephone design. At ESI, we use a **single**, high-powered DSP loaded with custom algorithms to process the features you look for in a phone system — like speakerphone and the displays that appear on the LCD. As a result, ESI's phones deliver unique combinations of features that other phone systems simply cannot match.

Beyond the integration of voice mail

The traditional voice mail approach has always been to develop a voice mail system as an **adjunct** to the phone system. Using either standard analog or digital interfaces to connect the phone and voice mail systems require that the calls be “passed” from the PBX to the voice mail system and back, often many times in order to process a single call. More recent developments have seen voice mail systems moved inside the phone system's cabinet, sharing the power supply and data backplane. While this slightly improved approach **looks** completely “integrated,” it still requires separate operating systems, along with separate programming and support structures.

ESI's patented approach is to **combine both functions into one**. Call handling and voice processing are **designed together**, all operating on a **single** platform as an **integral** part of the operating software and are designed to provide years of reliability and customer satisfaction. This goes well beyond others' concepts about “integration.”

VoIP capability

Originally thought of only in terms of PC-to-PC calls to avoid toll charges, **VoIP** (Voice over Internet Protocol) is much more than that and is rapidly emerging as the business solution that many employers and employees are seeking. It isn't just free long-distance calls from home and it isn't just for very large corporations. It's a viable business solution for all companies and ESI is leading the charge in delivering IP-based solutions designed specifically for the small to medium sized business market.

In keeping with ESI's philosophy towards design implementation, we have developed our own enhanced VoIP capability. Because we develop all the components integral to the design, the resulting products offer a complete and total solution that has earned strong industry praise. We believe that VoIP is one of those core technologies that will fundamentally change how people communicate. Based on that belief, we have developed, and successfully introduced, the products that capitalize on those market changes.

Products

All ESI products are aimed at the small to medium size business markets. Our main product categories consist of: voice mail systems, digital phone systems, and IP PBX phone systems.

VoiceWorks 16 — Enhanced voice mail for other phone systems

This powerful, high-quality voice mail system is compact in design and readily interfaces with most non-IVX business phone systems. **VoiceWorks 16** handles up to 16 ports of voice traffic simultaneously, providing up to 1,000 mailboxes for individuals, groups and guests; off-premise message delivery; and digital pager notification.

IVX Series — The All-In-One Digital Phone System

The **IVX** (Integrated Voice Exchange) Series of **All-In-One Digital Phone Systems** is designed for the small to midsize office.

IVX 128 and **IVX 128 Plus** have all of the essential business telephony capabilities — including automated attendant, automatic call distributor (ACD) and voice mail — as well as special ESI innovative features such as live call recording, live call screening and the Verbal Help Guide.™ In addition, **IVX 128 Plus** boasts extensive expandability, with up to 128 call-processing ports, up to 140 hours of voice storage and support for T1, ISDN PRI, and TAPI computer telephony interface (CTI).

Designed for even smaller offices, **IVX 20 Plus** has most of the advanced features of IVX 128, including an integrated voice mail system and automated attendant. This entry-level system is extremely cost-effective in its market. IVX 20 can migrate to a fully featured IVX 128 system while keeping all its existing **Digital Feature Phones** and consoles, eliminating replacement costs and minimizing retraining requirements.

The **IVX Local Network Card (LNC)** incorporates advanced IP capabilities into the IVX 128 Plus product line, allowing existing customers to benefit from VoIP technology. The LNC installs in an IVX 128 Plus card slot, allowing the system to connect to the LAN. With the LNC, the optional Remote Network Card (RNC) and Esi-Link multi-site networking software installed into IVX 128 Plus, up to 12 Remote IP Feature Phones and up to 100 IVX and/or IP PBX systems can be connected across an enterprise's WAN.



IP Series — The All-In-One IP PBX

The IP Series represents ESI's bold entry into the exploding VOIP market. The IP 200 and IP 40 (handling a maximum of 198 and 70 call-processing ports, respectively) are advanced IP network-based business telephone systems combining the best of both the telephony and data worlds. The IP Series combines the rock-solid performance and the acclaimed telephony features of IVX with the state-of-the-art delivery of packetized voice via the existing local area network/wide area network (LAN/WAN) to the desktop.

The single-cable combined voice/data solution provides simplified installation and maintenance by leveraging the available bandwidth of the existing network. The system functions entirely independently of your network's data server, further enhancing its reliability.

IP-based networking

The support of IP-based multi-site networking is accomplished by installing **Esi-Link** multi-site networking software in either the IVX 128 Plus or the IP Series systems. Up to 100 IVX 128 Plus and/or IP Series systems can be connected across an enterprise's WAN. To support Esi-Link, simply add an Esi-Link Remote Network Card to the appropriate ESI system. Esi-Link provides a level of intelligence for call handling and message handling between locations beyond that of any other system from any other manufacturer. An optional **IP Gateway** is available that allows another manufacturer's phone system to connect to the Esi-Link network.

The **IP Feature Phone** is one of the industry's leading Ethernet®-based telephones. It has the industry's only built-in, proprietary Quality of Service (QoS). Installation is as simple as plugging the phone anywhere into the 10/100Base-T Ethernet LAN. The features and functions available to users are identical to those of the IVX Digital Feature Phone. In offices with desktop PCs, installation consists of simply plugging the LAN Ethernet connector into the phone and then connecting the phone to the PC.

Industry awards

ESI has won numerous awards over the years for our products. Most of these awards have been in the form of public recognition from leading industry magazines and trade shows for the development of outstanding products. While you are the ultimate judge of how our phone systems will fit into your corporate objectives, we encourage you to additionally consider this industry-wide recognition when choosing a phone system.

Behind the products

Technical support

Our **Technical Support Center** consists of highly trained industry professionals who provide remote diagnostics and phone support to our Resellers. An extensive, real-time database of Reseller and system site history aids in system diagnostics and failure analysis. All Resellers must attend in-depth, multi-day training classes and be certified prior to selling and installing ESI products. Rest assured that our Resellers are trained to provide a high level of immediate support and are backed up by the best Technical Support Center in the industry today.



Manufacturing

The ESI **manufacturing operation** is a premier facility, having built hundreds of thousands of system components and circuit boards using, in total, more than 50,000,000 discrete parts.

We procure, assemble and perform all quality tests in our manufacturing facility in Plano, Texas.

Quality assurance

In April, 2000, we were awarded the much-coveted **ISO 9001** Quality Standard Certification.

Far beyond certification, ESI has made the ISO standards of quality assurance an inherent part of our everyday business philosophy and practices.

Distribution

We firmly believe in the value of a **strong distribution partnership** with our Resellers. At ESI, we are committed to building **long-term** distribution relationships with solid companies that demonstrate strong service and support infrastructures. Because of ESI management's strong commitment to support this select group of Resellers, your decision to purchase your phone system from an ESI Reseller will result in many years of satisfaction.

Patents

We have a number of significant and potentially valuable **patents** in application. ESI has taken a unique approach to product design, which has been the cornerstone of our success. Protection of our intellectual property through the patent approval process ensures that significant design accomplishments will remain ours into the future.

For example, patent #6,252,944 was awarded on June 26, 2001. This patent awards ESI ownership of the technology that combines a phone system and a voice mail system in a single platform, controlled by a single processing means. While other manufacturers worked to tightly integrate these two systems, we envisioned building one system that incorporated both a phone system and a voice mail system on a single platform by a single processor means.

Earlier, on May 23, 2000, ESI was awarded Patent #6,067,349 — “Dialing Using Caller ID.” ESI's technology allows users of the IVX Series and the IP Series to maximize the power of Caller ID service available from their provider. One touch of a button on the Digital Feature Phone adds the caller's name and number into the user's personal speed-dial list. This capability, unique to our systems, is available on voice mail messages as well as live calls because the systems store Caller ID information with each message and even display it during playback of the message — whenever that happens.

Why buy an ESI product?

ESI understands the needs of small and medium sized businesses like yours, and designed our systems with you in mind. We don't waste space and system resources on features that are too confusing or complex for everyday use; nor do we design-in features that serve to decrease employee productivity. These elemental design decisions lead to real-world systems that solve your communications needs. The features that we've included are powerful, robust and still practical — not there just to say we offer them.

In small and medium sized businesses like yours, employees are often called on to do more. We also know that each of your customers means just a little bit more to your bottom line. In a perfect world, your customers would reach the right person every time — on the first ring, with no waiting. In today's hectic environment, that's often not possible. A phone system with standard features like automated attendant and automatic call distribution can help get your customers to the right person quicker and more efficiently. ESI understands the importance of your customers to your success, and has built these features directly into the system — no costly upgrades or additional resources necessary.

In today's world, voice mail is a necessity. You shouldn't have to pay more for it — or settle for less. Our systems are all designed with voice mail built-in. Other manufacturers choose PC-based or plug-in cards — they take valuable system resources away from efficient call handling, reduce station capacities and increase costs! With ESI, nothing extra is needed to make sure that our systems fulfill your voice mail needs.

ESI understands that even small companies can benefit from access to technologies like voice over IP. We've designed our Esi-Link and Remote IP Feature Phone capabilities into both our digital systems as well as our IP Series systems. You can experience the power and flexibility of VoIP now, or in the future when you are ready.

Businesses are searching for suppliers whose products are designed to meet their specific needs. ESI continues to evolve, developing products that are significantly easier to use than those of our competitors. We've combined today's products with a clear vision of the future and are prepared to grow with you, now and for many years to come.

We make it easy to communicate!



We Make It Easy To Communicate

Visit us on the Web at www.esi-estech.com.