



FOR IMMEDIATE RELEASE

Telephony Office-LinX™ Recognized for Exceptional Innovation

Richmond Hill, ON, July 5, 2010 — Esnatech announced today that [Technology Marketing Corporation](#) (TMC), a global, integrated media company, named **Telephony Office-LinX** as a **2010 TMC Labs Innovation Award** winner presented by its publication [Unified Communications](#).

"We have been recognized year in and year out for our excellence in innovations from TMC for the work we have done around [SaaS based UC integration](#) and our market leadership in Google integrated voice servers. We are honoured to be recognized by such an industry-leading publication. It once again demonstrates our dedication to this industry and our commitment to innovation and developing technology that simply allows enterprises to communicate!" — *Davide Petramala, VP Sales and Marketing, Esna Technologies Inc.*

"Esnatech has demonstrated a commitment to quality and a commitment to the further development of the unified communications industry through Telephony Office-LinX," *said Tom Keating, CTO and TMC Labs executive editorial director at TMC.* "Esnatech deserves this great honor, and I look forward to seeing more solutions from them as they continue improving the future of the UC industry."

"We're proud to grant Esnatech with a Unified Communications TMC Labs Innovation Award," *stated Rich Tehrani, TMC CEO.* "Telephony Office-LinX is clearly deserving of recognition for its out-of-box innovation."

The TMC Labs Innovation Award honors products that have demonstrated innovation, unique features, and noteworthy developments toward improving communications technology. The TMC Labs Innovation Award is not granted to the best-selling products, but instead to those representing a significant contribution to the industry.

TMC Labs Innovation Award winners can be found in the May/June 2010 issue of [Unified Communications](#) magazine.

About Esnatech

Founded in 1989, Esnatech's mission is to provide communication solutions that are simply the best way to communicate! Esnatech solutions empower organizations by giving them the flexibility to conduct business at any time, from anywhere, so they can manage the information they need, when they need it. Esnatech markets and distributes its products through OEM and strategic partners in 28 countries worldwide. With over 1 million seats of its award-winning technology deployed, Esnatech is the market leader in working unified communication solutions. Please visit www.esnatech.com for additional information on Esnatech. To find out more about Esnatech's market-leading Google integrated UC solution, visit www.uc4googleapps.com.

About Unified Communications Magazine

Launched in July 2007, Unified Communications magazine is devoted to educating enterprise decision makers on why and how they need to deploy unified communications (UC) solutions. Every issue of Unified Communications magazine features a comprehensive news section; case studies of successful deployments and lessons learned; interviews with leading hardware and software companies; and an 'industry' section, featuring analysis of important mergers and acquisition, partnerships and a Wall Street perspective on the unified communications market. Unified Communications has a readership of 100,000.

About TMC

Technology Marketing Corporation (TMC) is a global, integrated media company helping our clients build communities in print, in person and online. TMC publishes [Customer Interaction Solutions](#), [Internet Telephony](#), [Unified Communications](#), and [NGN](#) magazines. TMCnet, TMC's web site, is the leading source of news and articles for the communications and technology industries. TMCnet is read by two million unique visitors each month on average worldwide, according to WebTrends. TMCnet has ranked within the [top 3,500 in Quantcast's](#) Top U.S. sites, placing TMCnet in the nation's top .03% most visited web sites. In addition, TMC produces [ITEXPO](#); [4GWE Conference](#) and [M2M Evolution](#) (in conjunction with Crossfire Media); [Digium | Asterisk World](#) (in conjunction with Digium); and [Smart Grid Summit](#) (in conjunction with Intelligent Communication Partners). TMC serves other communication market segments with the [Cloud Communications Summit](#) (in conjunction with Light and Electric); [CVx ChannelVision Expo](#) (in conjunction with Beka Publishing); and [MSPWorld](#)[™] (in conjunction with the MSP Alliance).

TMC also serves technology professionals with industry specific web sites: [InfoTech Spotlight](#), [4GWE](#), [M2M Evolution.com](#), [Smart-Grid.TMCnet.com](#), [Smart Products Ecosystem](#), [Robotics.TMCnet.com](#), [Cable.TMCnet.com](#), [Satellite Spotlight](#), [Green.TMCnet.com](#), [Healthcare.TMCnet.com](#), and [Education.TMCnet.com](#)

For more information about TMC, visit www.tmcnet.com

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