



Jason Smith  
Sales Manager

## **Midland Communications Offers On-Demand Communications Technology Training to Their Customers**

*Small to Mid-Sized Companies to Enhance Technical Knowledge at No Cost by Receiving Convergence Technologies Training and Certification*

DAVENPORT, IA — March 31, 2010 — Midland Communications, an industry leader in unified communications, announced today that the company is offering advanced on-demand communications technology training to their customers. The region's small to mid-sized companies are now able to easily enhance their technical knowledge at zero cost by receiving Convergence Technologies Training (CTT) and Certification. Through the company's membership in Technology Assurance Group (TAG), an international organization of unified communications providers representing \$400 million in combined sales, and their strategic partnership with TechnologyUS, Midland Communications has created an avenue to enhance the skills sets of the businesses they serve, while further differentiating their value proposition from their competition.

"In our endless effort to provide solutions and services that drive customer profitability and productivity, we launched a program to help our customers stay at the forefront of communications technology," commented Jason Smith, Sales Manager of Midland Communications. "CTT is a phenomenal program that delivers the latest information. It gives

us another opportunity to share our expertise, enables our customers to enhance their understanding of our solutions, and illustrates our commitment to customer satisfaction. We believe the more knowledge someone possesses the more successful their company will become."

CTT provides students with a solid understanding of voice, video and data technologies, while focusing on the day to day knowledge of convergence technologies. Designed to dispel the mystery of VoIP and advanced applications, the training materials are written and delivered in step-by-step layman terms.

CTT is an extensive program with 13 modules comprised of 30 sessions that can be spread over a period of several weeks. The courseware builds upon each segment allowing for manageable scheduling in accordance with daily responsibilities. Taught by industry experts and experienced certified instructors, CTT courses are online via pre-recorded virtual classrooms and students connect via audio and web media streaming. Upon completion students receive a Convergence Technologies Training Certification.

"We're very excited about offering CTT to our valuable customers," added Mr. Smith. "In conjunction with TechnologyUS ([www.technologyUS.com](http://www.technologyUS.com)), Midland Communications has the ability of providing our customers with a \$1,195

training program at no cost. One of our philosophies since the inception of the company was to offer as much technical knowledge as possible to our customers and this is just another example of us living up to it."

### **ABOUT MIDLAND COMMUNICATIONS**

Midland Communications began more than 60 years ago in 1946 as the Worldwide Marketing Arm of Victor-Animagraph Projectors. In 1977 a communications division was formed due to a partnership with NEC America. Today, As a distributor of NEC America, for 33 years, Midland Communications has a customer base of more than 3,000 satisfied customers that include general businesses, government agencies, Universities, colleges, hospitals, and hotels.

Midland provides a wide range of communication services including VOIP, PBX and key systems, Wide Area and Local Area networking, computers, Computer integration, voice mail, CCIS, and video conferencing and paging systems. Our philosophy is simple, provide quality products at a fair price, backed by an average emergency response time of twenty minutes, and the best service in the industry. For more information on Midland Communications, call (563) 326-1237 or visit [www.midlandcom.com](http://www.midlandcom.com).