



Jason Smith
Sales Manager

Midland Communications Reports Rapid Increase in the Adoption of Hosted VoIP Among Small to Mid-sized Companies

Advancements in Technology & Cost Reduction Is Driving Demand for Popular Business Communications System

DAVENPORT, IA — May 27, 2010 — Midland Communications, an industry leader in unified communications, announced today that hosted Voice over Internet Protocol (VoIP) is experiencing tremendous adoption by small to mid-sized businesses. A number of distinct benefits such as superior quality of service, reduction of cost, flexibility, built in business continuity and advanced applications are driving the demand for hosted VoIP technology.

Unlike a traditional phone system, hosted VoIP requires no on-site PBX hardware. Instead the technology uses VoIP service to place and receive calls using the Internet. This service is frequently hosted remotely by a 3rd party VoIP provider. As a result, an end user's communication via VoIP service is handled by redundant enterprise servers offsite. In addition to the profound upfront cost savings this presents, hosted VoIP technology enables one's phone system to be completely scalable and flexible. An organization can add or remove phones on a hosted system any time.

Hosted VoIP serves the needs of entrepreneurs and enterprises alike, by delivering powerful features such

as improved call quality, valuable disaster recovery tools, and applications designed specifically for telecommuters and remote workers. Included in the system are advanced features such as unified messaging, automatic call distribution, auto attendant, call recording, call flow reporting as well as traditional PBX features.

The U.S. business hosted IP voice services market is expected to grow from 828,350 seats in 2008 to 4,910,499 seats in 2013, a CAGR of 42.8%, according to Interactive Data Corporation (IDC), a market research firm specifically focused on the IT segment. "The SMB marketplace has started to really embrace hosted VoIP because it dramatically increases their profitability and gives them a competitive advantage," said Jason Smith, Sales Manager of Midland Communications. "For many customers off premise communications technology is preferable. In a hosted environment, companies can take advantage of flexible technology knowing that if a disaster occurs, whether a power outage or natural, the system will remain up without interruption."

"After we understand our customers' strategic business objectives we recommend the right technology to support all of their needs and in many cases that means a hosted solution," added Mr. Smith. "Hosted VoIP is quickly becoming

more than an acronym, it's raising the bar for Unified Communications providers, while giving businesses the edge they need to compete in today's marketplace."

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.