



Jason Smith  
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## **Midland Communications Educates Region's Small to Mid-sized Businesses On the Benefits of Utilizing Voice over Wireless LAN**

### *New Technology Gaining in Popularity Because of its Unique Ability to Drive Profitability & Productivity*

DAVENPORT, IA — October 28, 2009 — Midland Communications, an industry leader in unified communications, announced today that the company is educating the region's small to mid sized businesses on the valuable benefits associated with Voice over Wireless LAN technology (VoWLAN). Midland Communications expects the demand for VoWLAN to increase by year's end because of its unique ability to support various advanced business applications that drive profitability and employee productivity.

A wireless local area network is a local area network (LAN) that does not rely on wired Ethernet connections and can be either an extension to a current wired network or an alternative to it. Use of a WLAN adds flexibility and functionality to networking and enables users to move around while staying connected. Voice over IP (VoIP) technology, also known as the convergence of voice and data networks and has become the communications technology of choice for the majority of businesses, is now successfully supported by WLAN. Voice over Wireless LAN (VoWLAN) is a process of sending voice information in digital form over a wireless broadband network. Simply put, VoWLAN is VoIP delivered through wireless technology. The technology is often referred to "VoWi-Fi" or "Wi-Fi VoIP" because it uses the IEEE 802.11 set of specifications for transporting data over wireless local area networks and the Internet. The VoWLAN system includes all of the

regular functions and messaging applications available on wired phones on the VoWLAN devices. Similar to VoIP, VoWLAN also contributes to cost efficiency because calls are routed over the data network internally or over the Internet externally. As a result, mobile telephony costs can be eliminated or decreased significantly.

Employees have the ability to use VoWLAN phones to communicate by voice wirelessly with others inside and outside a facility. The experience is very similar to using a traditional wired telephone, except the user is free to move about the building. Additionally, a VoWLAN phone can operate from the rapidly growing Wi-Fi hotspots, enabling a person to use the same cellular phone while within or away from the office. Some mobile phones incorporate VoWLAN capability, which enables users to make calls over traditional cellular networks when no wireless local-area network is available. This gives employees tremendous freedom to conduct business from any location thereby increasing their own productivity while driving costs down.

The VoWLAN market will initially be driven by specific company needs, such as retail/warehouse sales tracking and inventory control, mobile telephony in medical facilities or campuses, and mobile security applications. For example, nurses and doctors within a facility can maintain voice communications at any time at less cost compared to cellular service.

"It is our mission to continually inform our customers of new technologies that may have a significant impact on the way they do business," said Jason Smith, Sales Manager of

Midland Communications. "VoWLAN is just one example of technology that is on the horizon that will affect the way we communicate. Still in its infancy, it's critical that not only are companies made aware of it, but more importantly how to properly deploy it. Without the latter it makes reaping its benefits challenging. As new technologies come into play we will bring it to our customer's attention because that is our role as their trusted communications advisor."

### **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).