



Jason Smith
Sales Manager

Midland Communications Educates Customers on Mobile VoIP Technology

*Small to Mid-Sized Companies to Benefit
from Latest Advancements in Mobile
Communications Technology*

DAVENPORT, IA — October 28, 2010 — Midland Communications, an industry leader in Unified Communications, announced today that recent statistics by the industry's leading research firms are showing that mobile Voice over Internet Protocol (VoIP) is poised to revolutionize the communications industry. This technological advancement is increasing profitability and providing substantial benefits to small to medium sized businesses (SMB) across the globe.

Juniper Research, who specializes in appraising high growth opportunities for the mobile markets, "expects the total number of mobile VoIP users to exceed 100 million by 2012." Paired with InStat's prediction of "288 million mobile VoIP users by 2013" it's easy to see that mobile VoIP is making its way to the forefront of communications. Jason Smith, Sales Manager of Midland Communications states, "As our customer's trusted technology advisor, we feel obligated to educate our customers about the business benefits of mobile VoIP and how it can enhance the way they communicate. It's up to us to

understand where the communications industry is headed, but more importantly it's absolutely vital that we find the technologies that make our customers more *profitable.*"

Traditional VoIP has been around since the 90s, but until recently the Internet has not been able to adequately support VoIP. Past developments have stabilized VoIP's performance and this explains the dramatic increase in demand for the technology, especially among SMBs. VoIP's primary appeal lies in its sizable cost savings for end users and in a struggling economy, VoIP was the blatantly obvious choice for most business owners. However, for the past several years SMBs were limited to only using VoIP at the office and at home, which deterred a large section of the population from deriving the technology's benefits. Mobile VoIP "cuts the cord" and allows users to enjoy all of the benefits of VoIP technology *from their cell phone.* Mobile VoIP enhances integrations with applications such as Presence Management, Find Me Follow Me and Unified Messaging.

As smart phones, like Apple's iPhone and Motorola's Droid, continue to grow in popularity, so does the market for mobile VoIP. SMB's are being educated on the value of mobile VoIP and as a

result, demand for this technology is accelerating.

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.