

Matrix Comsec

## **Marketing Communication**

### ***Matrix to Introduce Latest Smart IP Deskphone and Enhanced Portfolio of Unified Communication Solutions at the 37th GITEX Technology Week***

Matrix, a critically acclaimed manufacturer of Telecom and Security solutions is all set to participate in the 37th GITEX Technology Week'17. The event is being conducted at the Dubai World Trade Center, Dubai from 08th- 12th October'17. Since its inception, the exhibition has always been a witness of first hand technologies that are tailored to change the way world functions.

Matrix has chosen the technologically rich platform to launch latest and innovative Telecom solutions. The communication giant will unveil its Smart Video Phone – SPARSH VP710 at the event. The exclusive range of modernistic Unified Communication Servers, intelligent Gateways, ergonomic User Terminals and advanced IP-PBXs will also be exhibited at the event.

SPARSH VP710– the Smart IP Desk Phone, is designed after understanding the core needs of top level professionals. Equipped with functionalities such as Video Conferencing and Business Media Applications with the touch of an Android experience, the User Terminal redefines desktop telephony experience. Seven inch Adjustable Screen for Easy Navigation and Calling Activities, Integrated Wi-Fi for Internet Connectivity, Bluetooth Connectivity, Built-in Web Browser, Calendar and Integration with Third Party Software are some of the USPs of the IP phone.

Matrix will also exhibit its range of Unified Communication platforms – SARVAM UCS. Engineered on the four pillars of Communication, Collaboration, Messaging and Mobility, the solution is an ideal fit for present and future telephony needs of modern enterprises. With IP at core and on-board voicemail functionality, the UC solution offers connectivity for legacy networks such as PSTN, ISDN BRI and T1/E1 PRI and wireless GSM networks. Powered by SARVAM UCS, Matrix VARTA improves mobility quotient for the workforce by offering Presence Sharing, Instant Messaging, Chat, Audio Conferencing and Video Calling from their Android/iOS based smartphones or Windows laptop/PC.

“The 37th GITEX Technology Week is an ideal launch pad for our latest solutions. We are expecting lengthy interactions with key decision makers of different industry verticals to understand their needs and devise solutions revolving around the same”, commented Sagar Gosalia, Sr. VP Sales and Marketing.

Matrix awaits your presence at Stand Number: ZL-C5, Zabeel Hall at the 37th GITEX Technology Week from 08th- 12th October at Dubai World Trade Center, Dubai for a healthy business discussion.

### **About Matrix**

Established in 1991, Matrix is a leader in security and telecom solutions for modern businesses and enterprises. Matrix, an innovative, technology driven and customer focused organization, is committed to keep pace with the revolutions in security and telecom industries. With more than 40% of its human resources dedicated to the development of new products, Matrix has launched cutting-edge products such as Unified Communications, IP-PBX, Universal Gateways, Convergence, VOIP Gateways, GSM Gateways, IP Video Surveillance, Access Control and Time-Attendance. These solutions

are feature-rich, reliable and conform to the international standards. Having global footprints in Europe, North America, South America, Africa and Asia through an extensive network of more than 1000 system integrators, Matrix ensures that the products serve the needs of its customers faster and longer. Matrix has gained trust and admiration of customers representing the entire spectrum of industries. Matrix has won many national and international awards for its innovative products. <http://www.matrixtelesol.com/>