

Matrix

## Marketing Communication

### ***Matrix to Showcase Diversified Range of Hotel Phone Systems, Unified Communication Servers at HX 2017, New York City***

Matrix, a leading manufacturer and provider of Telecom and Security solutions is participating in HX: The Hotel Experience – Rooms to Restaurants. Matrix will showcase its entire range of Hospitality solutions specialized for hotel, motel and restaurant such as Hotel IP-PBXs, Guest Room Phones, and Operator Consoles.

Matrix will launch SPARSH VP710 – the Smart IP Desk Phone at the event. SPARSH VP710, engineered for the business class professionals Guests and Hotel Management staff, offers functionalities such as Video Conferencing and Business Media Applications with the touch of an Android 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 additional features that help hoteliers create a sophisticated atmosphere for the guests.

Matrix will also exhibit innovative Unified Communication Servers - SARVAM UCS. The portfolio is a range of feature-rich Hotel Phone Systems, designed to meet the communication needs of small to large hotels equipped with 40 to 3,000 rooms. The Unified Communication Server have built-in PMS and CAS integration and connectivity with POTS, GSM, PRI, and VOIP for streamlining the routine hotel operations. It supports mobility extensions for Android and iOS based smartphones and Windows PC for improved reachability of mobile staff and CNR interface with HF/VHF/UHF Radio network for secured connectivity. When it comes to hotel software features, Matrix provides basket of advanced features such as Personalized Guest Greetings, Check-in/Check-out, Guest-in/Guest-Out, Room Clean, Reservation, Wake-Up Calls and Reminders to enhance staff productivity and customer service.

Additionally, Matrix will showcase its all new Unified Communication Client - VARTA WIN200. It is a desktop based Client, which redefines communication experience with its variety of collaboration features and intuitive user interface. VARTA WIN200 empowers users to switch or extend the extension to their desktop computer. It offers real-time features such as Video Calling, Presence Sharing, Instant Messaging, Drag-and-Drop Conference, and BLF Keys (up to 600). The VARTA WIN200 elevates communication effectiveness and business productivity to the next level.

Matrix cordially invites you to visit us at Booth No: 3142, Hall 3E, HX: The Hotel Experience 2017 Rooms to Restaurants between 12th and 13th November 2017 at the Jacob K. Javits Convention Center, New York City, USA.

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