



NEWS RELEASE

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Exceptional Innovation's Life|point[®] InTouch Phone Solution Now Rated "Avaya Compliant"

The Life|point[®] InTouch phone is compliant with key Avaya IP telephony solutions to help businesses more easily provide the latest VoIP services

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COLUMBUS, OH — Exceptional Innovation, a leading integrated software solutions provider, today announced that its Life|point[®] InTouch phone is compliant with key Internet Protocol telephony solutions from Avaya Inc., a global provider of business collaboration systems, software and services.

The Life|point InTouch phone is a full-featured, two-line VoIP touchscreen telephone that installs easily on Power over Ethernet IP networks and helps businesses implement advanced VoIP phone features and associated services. Offering a full-color screen and a customizable user interface, the Life|point InTouch phone has been compliance-tested by Avaya for compatibility with Avaya Aura[®] Communication Manager and Avaya Aura Session Manager.

"Integrating our Life|point InTouch phone with Avaya technology is another example of our commitment to deliver open-standards solutions that are compatible with third-party products and services," said Seale Moorer, CEO of Exceptional Innovation. "The phone connects to any VoIP network and is Session Initiated Protocol (SIP) compliant, so it's

easier for our enterprise customers to roll out the latest VoIP features and services and get more out of their communications infrastructure.”

Exceptional Innovation is a Gold member of the Avaya DevConnect program—an initiative to develop, market and sell innovative third-party products that interoperate with Avaya technology and extend the value of a company’s investment in its network.

"Development partners, such as Exceptional Innovation, provide Avaya customers with more choices for full-featured VoIP communications," said Eric Rossman, vice president of Developer Relations, Avaya. "The InTouch phone includes SIP technology and features that are attractive for new installations as well as network upgrades, especially when combined with our Avaya Aura Communication Manager and Avaya Aura Session Manager."

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About Avaya

Avaya is a global provider of business collaboration and communications solutions, providing unified communications, contact centers, data solutions and related services to companies of all sizes around the world. For more information please visit www.avaya.com. For more information on the Avaya DevConnect program, visit www.avaya.com/devconnect.

About Exceptional Innovation

Based in Westerville, Ohio, Exceptional Innovation provides integrated software solutions, custom hardware manufacturing, and professional services that forge new paths in the hospitality, healthcare, business, residential and mobile marketplaces. The company’s award-winning Life|ware® platform allows software solutions involving multiple systems to be designed, installed and configured more quickly and affordably. Since its inception in 2004, Exceptional Innovation has been a leading proponent of open standards and seamless integration of diverse systems via intuitive user interfaces and continues to deliver industry-changing software and hardware solutions that enhance the lives of its customers. For more information, please visit www.life-ware.com