



## **Covista Communications chooses Panasonic's SIP Cordless Phone System for revolutionary Cloud-based SOHO phone system code named "My Office in a Box"**

IT EXPO Austin, TX - September 14, 2011. Covista Communications (CVST) a full service telecommunications company delivering a comprehensive array of telecom services and products using both advanced IP and traditional Time Division Multiplexing technologies, announced today that it has completed interoperability testing with Panasonic and has selected their SIP Cordless Phone System (KX-TPG500, KX-TGP550, KX-TPA50) for its flagship SOHO product.

My Office in a Box is an affordable cloud-based wireless IP-PBX business communications solution with unparalleled functionality that is setting the standard for small office and home office communications. The My Office in a Box family of innovative products, offer instant office communications and is distinguished from all other SOHO solutions, based on its ease of use, sophisticated features, and affordable price. The bundled cloud based solution offers end users from any technical background the opportunity to reap the benefits of VoIP

Bringing superior Panasonic SIP DECT 6.0 technology to the small office and home office market, My Office in a Box offers a reliable, multi-handset mobility solution that marries the rich feature set of high-end PBX telephone systems with the convenience and cost savings of VoIP. Key features and benefits include an automated attendant, unified communications, business continuity, and savings up to 50% on your telecom bill. Then there's the ease of installation factor; most present day IP telephony solutions are difficult to use and require professional installation. By contrast, My Office in a Box is pre-configured and does not require cabling or professional installation, thereby making it a true plug and play experience for the small business user.

Jeff Slater, COO of Covista noted, "The SOHO market of

### **Announcement Highlights**

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My Office in a Box is a cost effective, feature rich unified communications solution, optimized to meet the needs of the SOHO market.

The bundled, cloud-based solution offers end users from any technical background the opportunity to reap the benefits of VoIP

Covista has 25+ years managing a state-of-the-art network built on redundant carrier-class switches that operate seamlessly across traditional PSTN and VoIP.

The aim of the Panasonic alliance is to create a turnkey cloud-based telephony solution for our VARs, telecom agents and white label partners.

For Press & Reseller  
Inquiries, please contact:

companies is changing the landscape of small business. A mere blip on the economic horizon a decade ago, the small office and home office market is the fastest growing part of the economy. We believe there is a small business communications void and our alliance with Panasonic will help strengthen and expand our product portfolio with a more robust, cost-effective, and simple to deploy small office solution. The product alliance with Panasonic will play a significant role in the company's continuing efforts to expand the channel and to develop a stronger market presence."

Panasonic System Networks Company of America is a unit of Panasonic Corporation of North America, the principal North American subsidiary of Panasonic Corporation (NYSE: PC). As a comprehensive business-to-business solutions provider, the company develops and delivers reliable, affordable, and flexible solutions for communication, collaboration, security and productivity. The complete suite of solutions addresses Cloud-based services, other home and business communications, security and surveillance systems, retail information systems, office productivity solutions, and high definition visual / video conferencing, keeping Panasonic customers connected, informed, accessible and secure.

According to Kent Terpe, Vice President of Channels and Alliances, "The aim of the Panasonic alliance is to create a turnkey solution for our VARs, telecom agents and white label partners, so they can purchase all of their telephony gear from one place, know that it works, and be able to rely on a single point of contact for support. We now have a small office and home office phone solution to add to our product portfolio which we will take to our distribution channel, who will offer the service nationwide."

My Office in a Box is now available through our VAR distribution channel. Reseller and product inquiries can be made to Covista at 800.676.0500 or [Kterpe@covista.com](mailto:Kterpe@covista.com).

**Covista**  
Kent Terpe  
Vice President of Channels  
and Alliances  
T: + (646) 328-5823  
[www.covista.com](http://www.covista.com)  
[kterpe@covista.com](mailto:kterpe@covista.com)

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