



## **Jazinga Delivers Enterprise Class Telephony System to the Small Business Market**

*Do-it-Yourself (DIY) Set Up and Deployment Using On-Screen Wizards  
Eliminates Need for IT or Telephony Expertise and Support*

**TORONTO – September 23, 2008** – Jazinga Inc. today announced the official launch of Jazinga, its telephone system for small businesses. A modern era telephone system, Jazinga is an IP/PBX (Internet Protocol/Private Branch Exchange) appliance that combines the features of high-end, corporate telephone systems with wireless networking, fax and e-mail. In contrast to enterprise systems with similar functionality, Jazinga is offered at a fraction of the cost and is easy enough to install, use and maintain that IT and telephony professionals are not required for set up or support.

Designed for small businesses with up to 20 employees, the Jazinga system can be set up in under ten minutes. The telephone features include an auto-attendant, voicemail, conferencing, call forwarding, on-hold music and much more.

“Having been an early beta tester, I can say that Jazinga is on the mark with an IP telephony solution that will resonate with SMBs,” said Jon Arnold, Principal of telecom analyst firm J Arnold & Associates. “I’m impressed with the company’s focus on the needs of this sector and their ability to deliver an easy-to-use, feature-rich offering that is on par with anything on the market today.”

### ***Advantages of the Jazinga System for Small Business***

**DIY installation and set up** – Jazinga simplifies set up, enabling even small business and home users that are not tech savvy to use it without formal training. Internet Protocol (IP) or traditional PSTN telephones are plugged into the network and the Jazinga system auto-detects and configures them. An on-screen wizard guides the customer through a few business related questions that help configure the system. Adding users and administering the system after install is just as easy.

**Reliability** –Jazinga ensures consistent call quality by integrating quality of service (QoS) and prioritizing voice traffic on the network over other traffic (e.g. data).

**Affordability** – The Jazinga system costs significantly less than an enterprise solution with similar features. Its easy-to-install and use design also eliminates the need for costly technical expertise for setup and support.

“Jazinga changes the game for small businesses,” said Randy Busch, CEO of Jazinga Inc. “Never before have small businesses had access to a solution that integrates both voice and data, and offers advanced features previously enjoyed by larger enterprises, but at an affordable price point and without the complexity.”

The Jazinga system is an extensible platform that enables the addition and administration of new applications, features and services. For example, it can be complemented with hosted backup, domain, DNS and e-mail services.

***Pricing and Availability***

The Jazinga system is available directly from Jazinga Inc. and its channel partners for a MSRP of \$1,095 USD. For more information about Jazinga and where to buy it, visit [www.jazinga.com](http://www.jazinga.com).

**About Jazinga**

Jazinga Inc. develops communications products for small businesses and homes. The Jazinga system provides enterprise telephony and data functionality for this market, but at a fraction of the cost and without the setup complexity of an enterprise-class IP/PBX. Jazinga Inc. is privately held and headquartered in Toronto, Canada. Additional information is available at [www.jazinga.com](http://www.jazinga.com).

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**Note to Editors:**

- A limited number of units are available for editorial review and testing. Please contact Press Relations below to request a unit or schedule an interview.

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