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Samsung BCS Receives 2007 Product of the Year Award from *Customer Interaction Solutions*[®] Magazine

OfficeServ[™] 7100 Honored for Outstanding Innovation

RICHARDSON, Texas--([BUSINESS WIRE](#))--Samsung Business Communication Systems (BCS) announced today that its OfficeServ[™] 7100 has received a 2007 Product of the Year Award from Technology Marketing Corporation's (TMC[®]) *Customer Interaction Solutions* magazine, the leading publication covering customer relationship management, call centers and telecommunication services since 1982. Samsung BCS, a Dallas-based division of Samsung Telecommunications America and the distribution arm for the company's line of business communications solutions, will be featured along with other recipients of the magazine's Product of the Year Awards in the January 2008 issue.

"Samsung BCS has proven that it is committed to quality and excellence in solutions that benefit the contact center experience, as well as ROI for the companies that use them," said Nadji Tehrani, executive group publisher and editor-in-chief of *Customer Interaction Solutions*. "I am pleased to honor its hard work and accomplishments and look forward to more innovative solutions from Samsung BCS in the future. For 10 years, *Customer Interaction Solutions* magazine has been recognizing companies that have demonstrated excellence in technological advancement and application refinements."

The OfficeServ[™] 7100 Converged Platform is a recent addition to the OfficeServ[™] family of convergence solutions from Samsung BCS. The OfficeServ 7100 is designed specifically for small businesses that want complete control over their communication growth in an easy and affordable package. It comes pre-configured with default programming for a quick and easy installation, helping business owners, and telecom dealers, reap the benefits of reduced installation times and costs typically associated with new communication platforms or networking solutions. Additionally, the OfficeServ 7100 carries Voice over IP (VoIP) and wireless technology, as well as a powerful, full-featured voicemail system that can deliver voicemail to any e-mail inbox, such as Microsoft Outlook[®]. If a customer doesn't want to purchase a pre-configured kit, the OfficeServ 7100 can be purchased as individual pieces of equipment and configured to meet a customer's specific needs.

"The OfficeServ 7100 is a terrific platform for any small- or medium-sized business looking to gain a competitive edge through telecommunications," said Ann Irwin, director of marketing and business development for Samsung Business Communication Systems. "Samsung BCS and its customers have shared great success with the entire OfficeServ product line. It provides innovation without complication or additional costs – who can ask for more?"

About Customer Interaction Solutions

Since 1982, [Customer Interaction Solutions](#) (CIS) magazine has been the voice of the call/contact

center, CRM and teleservices industries. *C/S* magazine has helped the industry germinate, grow, mature and prosper, and has served as the leading publication in helping these industries that have had such a positive impact on the world economy to continue to thrive. Through a combination of outstanding and cutting-edge original editorial, industry voices, in-depth lab reviews and the recognition of the innovative leaders in management and technology through our highly valued awards, *Customer Interaction Solutions* strives to continue to be the publication that holds the quality bar high for the industry. Please visit www.cismag.com.

About TMC

Technology Marketing Corporation (TMC) publishes [Customer Interaction Solutions](#), [INTERNET TELEPHONY](#), [Unified Communications](#), and [IMS Magazine](#). TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. Ranked in the top 6,000 most visited Web sites in the world by alexa.com*, TMCnet serves as many as three million unique visitors each month. TMC is also the first publisher to test new products in its own on-site laboratories, TMC Labs. In addition, TMC produces [INTERNET TELEPHONY Conference & EXPO](#), and [Call Center 2.0 Conference](#) and [Green Technology World Conference](#). For more information about TMC, visit www.tmcnet.com. (*alexa.com is an amazon.com company that ranks Web sites by their traffic levels. Neither alexa.com nor amazon.com is affiliated with TMCnet.) For more information about TMC, visit www.tmcnet.com.

About Samsung Business Communication Systems

Samsung Business Communication Systems (BCS), a Dallas-based division of Samsung Telecommunications America (STA), is the distribution arm for the company's line of business communications solutions. Targeting small- to medium-sized businesses, Samsung BCS offers an elite line of telephony-based customer premise equipment (CPE) with dynamic architecture that can accommodate tremendous growth at low incremental costs to meet a variety of communications needs. As an innovator in convergence technology, Samsung's business communications systems combine traditional voice and data capabilities with wireline and wireless technologies providing fully integrated, converged communications platforms and applications. In addition to CPE, Samsung BCS also offers a comprehensive line of voice processing equipment, CTI applications and wireless solutions.

STA's parent company, Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2006 parent company sales of US\$63.4 billion and net income of US\$8.5 billion. Employing approximately 138,000 people in 124 offices in 56 countries, the company consists of five main business areas: Digital Media, Telecommunication Network, Semiconductor, LCD, and Digital Appliance. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones, and TFT-LCDs. For more information, please visit www.samsung.com.

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For more information, please visit www.samsung.com/bcs.

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