



Press Release
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Bracknell, Berks, UK

HIPCOM to use Samsung Ubigate hardware from Avnet for VoIP solutions

Avnet Technology Solutions in conjunction with Samsung Electronics UK announced today that HIPCOM, the Hosted Voice over IP solutions provider, has tested and approved the Samsung Ubigate™ hardware series for use with its Voice over IP (VoIP) software solutions.

The Samsung Ubigate series (iBG2006, iBG2016 and iBG 3026) is designed for small to medium-sized businesses or branch offices of larger enterprises. The Ubigate series creates a simple and complete network infrastructure by converging routing, switching, security and VoIP gateway capability into a single, easy-to-manage platform. This gateway feature means that HIPCOM's software applications can be delivered to existing handsets without the need to replace telephones, faxes and switches with new IP devices. The Ubigate's ability to back up telephone communications to the PSTN if an internet link fails also means that Ubigate hardware can keep businesses operating and in contact with the emergency services while the IP link is repaired.

Paul Aabryn, Strategy Director at HIPCOM said, "Samsung's Ubigate hardware product provides a single solution for onsite IP/PSTN termination and security. Ubigate reduces deployment complexity and complements HIPCOM's product set – delivering cloud based features and applications to onsite PBXs. This is an exciting product and we look forward to working closely with both Samsung and Avnet to deliver the solution to our channel partners."

Matthew Gower, Avnet Technology Solutions Vice President - UK and Nordic added, "As the UK value added distributor of the Ubigate series Avnet is working hard on

delivering education and training programs, in conjunction with Samsung to build awareness in the channel. Avnet is incredibly encouraged by the potential in Ubigate. Business Partners are responding well, immediately seeing possibilities for new revenue opportunities. This is made more exciting by the partnership with HIPCOM, a key hosted voice provider. Ubigate offers HIPCOM's Business Partners an efficient, cost effect and robust platform for delivering voice applications.”

Wilf Wood, Product Manager of Samsung Networks division concluded, “Samsung is delighted to work with HIPCOM and AVNET to bring state of the art Hosted Voice solutions to customers who want to evolve their networks into a converged voice and data network, at a pace that suits them. This can be done with minimal capital expenditure and without the need for complete hardware upgrades.”

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About HIPCOM

HIPCOM specializes in the provisioning of high-quality Hosted IP Telephony solutions, sold through a network of channel partners in the UK and supported by a range of carefully selected strategic partnerships with leading VoIP vendors worldwide. HIPCOM is at the forefront of the industry, producing innovative Hosted IP Telephony solutions. Their platform provides carrier grade enterprise telephony features allowing partners to enter this rapidly growing market, secure new business and provide customers with advanced, feature rich telephony services.

For more information visit: www.hipcom.co.uk

About Samsung Electronics

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2007 consolidated sales of US\$103.4 billion. Employing approximately 150,000 people in 134 offices in 62 countries, the company consists of five main business units: Digital Media Business, LCD Business, Semiconductor Business, Telecommunication Business and Digital Appliance Business. 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:

About Avnet Technology Solutions

Avnet Technology Solutions is an operating group of Phoenix-based Avnet, Inc. As a global technology sales and marketing organization, Avnet Technology Solutions has sales divisions focused on specific customer segments and a select line card strategy enabling an exceptional level of attention to the needs of its customers and suppliers. For fiscal year 2008, the group served customers in more than 30 countries and generated US \$7.6 billion in annual revenue. Visit: www.ts.avnet.com/emea/

About Avnet Inc

Avnet, Inc. (NYSE:AVT), a Fortune 500 company, is one of the largest distributors of electronic components, computer products and embedded technology in the world. Avnet accelerates its partners' success by connecting the world's leading technology suppliers with a broad base of more than 100,000 customers and providing cost-effective, value-added services and solutions. For the fiscal year ended June 28, 2008, Avnet generated revenue of \$17.95 billion. For more information, visit www.avnet.com.

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