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Cypress Communications Awarded 2010 Unified Communications TMC Labs Innovation Award

Cypress' C4 IP Unified Communications as a Service solution recognized for exceptional innovation.

Atlanta – July 1, 2010 – Cypress Communications® announced today that its hosted unified communications solution, C4 IP®, has received a 2010 TMC Labs Innovation Award, presented by Unified Communications magazine.

“Cypress Communications has demonstrated a commitment to quality and a commitment to the further development of the unified communications industry through its hosted unified communications solution, C4 IP,” said Tom Keating, CTO and TMC Labs executive editorial director at TMC. “Cypress deserves this great honor, and I look forward to seeing more solutions from them as they continue improving the future of the UC industry.”

The TMC Labs Innovation Award honors products that have demonstrated innovation, unique features, and noteworthy developments toward improving communications technology. The TMC Labs Innovation Award is not granted to the best-selling products, but instead to those representing a significant contribution to the industry.

“The TMC Labs Awards are unique because they focus on quality of innovation and the level of influence a product has on the industry,” said Frank Grillo, executive vice president of marketing and customer care at Cypress. “C4 IP is truly a 21st century solution, making it possible for anyone to work anywhere. With tools like desktop [video](#), real-time user status updates, secure instant messaging and [file sharing](#), C4 IP unites co-workers around the world, helping organizations build productive, profitable teams. And its robust redundant network promotes continuous communications for utmost [business continuity](#)— a significant step forward for communications and once considered impossible by legacy communication solutions.”

[C4 IP](#) is a hosted VoIP and hosted unified communications solution that is named for its ability to help enterprises connect, communicate, collaborate and continue™. C4 IP delivers converged voice and data services and a powerful suite of collaboration tools that include Microsoft® Outlook integration, unified messaging, real-time presence, file and desktop sharing, chat, and audio, video, and Web conferencing.

Cypress manages the solution from its expansive IP network down to the phone on each user's desk. There's no equipment to buy, so firms can implement the solution with no upfront capital investment. C4 IP users get everything—from Cypress' expertise to all the equipment they need—for a single monthly cost. And with C4 IP's scalability, customers only pay for what they need and can scale services as business needs change.

About Cypress Communications

For over 25 years, Cypress Communications has been helping small-to-medium enterprises (SMEs) connect, communicate, collaborate and continue® with a range of fully hosted and managed voice, data and Internet solutions. Beginning in 2006, Cypress revolutionized the communications industry with its hosted VoIP and [hosted unified communications](#) solution, [C4 IP](#), making it easy for SMEs to take

advantage of productivity-enhancing technology such as integrated audio and [web conferencing](#), multimedia collaboration tools, [presence](#), chat, Microsoft® [Outlook integration](#), and more. As a Deloitte Fast 50 and Fast 500 award recipient, Cypress is recognized as one of the fastest growing telecommunication companies in North America. In 2008, the company was also named one of Atlanta's Best Places to Work. Cypress' hosted unified communications solution has received numerous awards and accolades, with 20 awards for excellence and innovation to date. The company's web address is www.cypresscom.net.

To learn more about hosted unified communications, visit the company's UC 360 blog at <http://blog.tmcnet.com/uc-360>.

About Unified Communications magazine

Launched in July 2007, Unified Communications magazine is devoted to educating enterprise decision makers on why and how they need to deploy unified communications (UC) solutions. Every issue of Unified Communications magazine features a comprehensive news section; case studies of successful deployments and lessons learned; interviews with leading hardware and software companies; and an 'industry' section, featuring analysis of important mergers and acquisition, partnerships and a Wall Street perspective on the unified communications market. Unified Communications has a readership of 100,000.

About TMC

Technology Marketing Corporation (TMC) is a global, integrated media company helping our clients build communities in print, in person and online. TMC publishes Customer Interaction Solutions, INTERNET TELEPHONY, Unified Communications, and NGN magazines. TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. TMCnet is read by two million unique visitors each month on average worldwide, according to Webtrends. TMCnet has ranked within the top 3,500 in Quantcast's Top U.S. sites, placing TMCnet in the nation's top .03% most visited Web sites. In addition, TMC produces ITEXPO; 4GWE Conference and M2M Evolution (in conjunction with Crossfire Media); Digium|Asterisk World (in conjunction with Digium); and Smart Grid Summit (in conjunction with Intelligent Communication Partners). TMC serves other communications market segments with the Cloud Communications Summit (in conjunction with Light and Electric); CVx ChannelVision Expo (in conjunction with Beka Publishing); and MSPWorld™ (in conjunction with the MSP Alliance).

TMC also serves technology professionals with industry-specific Web sites: InfoTech Spotlight, 4GWE, M2M Evolution.com, Smart-Grid.TMCnet.com, Smart Products Ecosystem, Robotics.TMCnet.com, Cable.TMCnet.com, Satellite Spotlight, Green.TMCnet.com, Healthcare.TMCnet.com, and Education.TMCnet.com.

For more information about TMC, visit www.tmcnet.com.

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