

About EnGenius

Established in 1999, EnGenius Technologies, Inc. headquartered in Costa Mesa, California, is an industry expert in wireless communications and RF technology. The company delivers feature-rich, long-range, business-class wireless communications technology for voice and data. The versatility and performance of the company's solutions lower total cost of ownership, increase productivity and maximize return on investment.

Why EnGenius?

- > Over 15 Years of Serving North American with:
- > Wide Range of Industrial Cordless Phone Systems
- > Award-Winning Expertise in Long-Range RF (wireless) Technology
- > Proven Reliability and Durability
- > Lowest Total Cost of Ownership (TCO) in the Industry

Product Line Overview

DuraFon is the leading long-range industrial cordless phone system in North America. DuraFon systems offer crystal clear voice communications for demanding environments where range and mobility are required.

DuraFon Value

Extremely Long Range

- Up to 250,000 Sq. Ft. (Retail Store/Warehouse)
- 3,000 Acres (Farm/Ranch)
- 12 Floors in a Multi-Story Building (Hotels/Office)

Flexible

- Multi-Use Industrial Cordless Phone Handsets
- Push-to-Talk Broadcast
- Full-Duplex Intercom
- Long-Range Cordless Telephone

Expandable

- Multi-Line Support: 1 - 4 Concurrent Calls/Base
- Bases: 1 - 8, Handsets: 1 - 90

Lower CAPEX (Capital Expenditure)

- Long Range = Minimal Equipment Required
- Handsets Extend Beyond Reach of DECT & Wi-Fi Phones

Lower OPEX (Operational Expenditure)

- Proven Durability; Ruggedized Handsets
- Less Downtime with Reliable Handsets

Target Customers

DuraFon is ideal as a stand-alone phone system for organizations that require reliable, long-range communications over large areas or in harsh environments. These include larger organizations with an existing PBX system on the premises, those using hosted VoIP services, or locations that extend beyond the reach of DECT and Wi-Fi phones.

Examples:

- > Assisted Living Facilities
- > Auto Dealerships
- > Distribution Centers/Warehouses
- > Event Centers
- > Equipment Rental
- > High-Rise Offices
- > Hotels & Resorts
- > Large Properties
- > Recreational Venues
- > Religious Facilities
- > Retail/Grocery Stores
- > Schools & Universities
- > Theaters

What to Sell

DuraFon Systems & Handsets

DuraFon PRO: Long-Range Multi-Line Expandable Cordless Phone System

- DuraFon PRO Ruggedized Handsets (Phone/2-Way Radio)
- DuraWalkie Ruggedized 2-Way Radio
- DuraFon-UHF Ruggedized Handsets (Phone/2-Way Radio)
- DuraFon Professional Installer Kits

DuraFon-SIP: Long-Range Multi-Line Expandable SIP Cordless Phone System

- DuraFon-SIP Ruggedized Handsets (Phone/2-Way Radio)

DuraFon 1X: Long-Range Industrial Single Line System

- DuraFon 1X Ruggedized Handset (Phone/2-Way Radio)
- DuraWalkie 1X Ruggedized 2-Way Radio

DuraFon TAP: Long-Range Cordless Phone—Accepts Pages from TAP Nurse Call Systems

- DuraFon PRO TAP Ruggedized Handsets (Phone/2-Way Radio)

EnGenius Competition

Cordless Phones

- Offers Limited Ranges/ Restricts Mobility
- Breaks Easily, Not Durable

Two-Way Radios

- Users Experience Group Chatter
- Radios Require FCC Licensing Fees
- No Telephone Functionality

PBX Proprietary Wireless Phones

- Wireless Infrastructure is Required
- High Repair/Maintenance Costs
- Phones are Tied to Specific PBX Systems

Cellular Phones

- Monthly Costs
- Often Fragile/Easily Damaged
- Often Tied to a Specific Carrier

Existing TAP Systems

- No Telephone Functionality
- No 2-Way Radio Feature
- No Broadcast (Push-to-Talk) Functionality

Customer Challenges	EnGenius Answers
Coverage	DuraFon Covers Up To: <ul style="list-style-type: none"> • 12-Floors (In-Building, Hotel/Offices) • 250,000 Sq. Ft. (Warehouse/Retail) • 3,000 Acres (Farm/Ranch)
Budget	<ul style="list-style-type: none"> • Lowest Industry TCO • No Expensive Wireless Infrastructure (vs. Many Wi-Fi or DECT Systems)
Mobility	<ul style="list-style-type: none"> • Move Throughout Property • Maintains Connection
Integration	<ul style="list-style-type: none"> • Use Behind a PBX, IP-PBX System or with Standard Phone Line • TAP Models Work with Existing Nurse-Call Systems
Durability	<ul style="list-style-type: none"> • Ruggedized Handsets • Tested to Withstand 4-6-Foot Drops onto Concrete 50+ Times
Functionality	DuraFon Handsets Allow: <ul style="list-style-type: none"> • Phone Connection • 2-Way Radio • Broadcast to Some or All Handsets • Nurse Call Text Paging (TAP models)
Installation	<ul style="list-style-type: none"> • Long-Range, Single Base Coverage • Repeating Antennas Not Required

Customer Objections	EnGenius Answers
We already have cordless phones.	Are They Meeting All of Your Needs For: <ul style="list-style-type: none"> • Range: Property-wide coverage? Any dead spots? • Durability: Have you had to replace or repair expensive handsets?
We've never heard of you.	<ul style="list-style-type: none"> • As a smaller company, EnGenius can offer personalized service & support. • Customers compliment our service. • We've been in business since 1999. • We serve multiple industries; can provide case studies/references.
We have a very large property, so we prefer cell phones.	<ul style="list-style-type: none"> • Widely used on large properties of all types due to system's long ranges & durability. • No recurring costs, handsets are ruggedized unlike cell phones.
We prefer to limit most of our staff to use 2-way radios.	Available Handsets: <ul style="list-style-type: none"> • Dual-mode (phone/2-way radio), DuraWalkie (2-way radio only) & UHF (phone/2-way UHF radio). • Mix & match handsets as you prefer. • Phone/radio combo is ideal for key staff, managers & loss prevention.
Cordless phones don't hold up in our environment.	Ruggedized handsets are tested to withstand 4-6-ft. drops onto concrete 50+ times.
We have a nurse call system and phones already.	DuraFon TAP-Enabled Models: <ul style="list-style-type: none"> • Allow text paging & phone in a single, ruggedized handset. • Are added to existing nurse call systems. • Allow staff to talk to patients directly in order to prioritize their responses. Improve efficiency & patient safety.



DURAFON Models	No. of Dedicated Lines / talk paths		
Communication	1	2 - 4	5 -32
Behind ANALOG lines / ports	1X	PRO	PRO
Behind SIP lines / ports	SIP	SIP	
Behind ANALOG lines / ports w/ UHF radios	UHF	UHF	UHF
Behind ANALOG lines / ports w/ TAP for Nurse Call systems	TAP	TAP	TAP

	1X-HC	DuraWalkie 1X	PRO-HC	DuraWalkie	UHF-HC	SIP-HC	TAP-HC
Durable	X	X	X	X	X	X	X
Long-Range	X	X	X	X	X	X	X
Digital Two-way Radio (Broadcast)	X	X	X	X	X	X	X
Digital Two-way Radio (Private Intercom)	X	X	X	X	X	X	X
Long-range Telephone	X	**	X	**	X	X	X
UHF Two-way Radio (Broadcast)					X		
Capable of receiving TAP messaging							X
Max. Number of Handsets (per Base / System wide)	90/36	90/36	90/90	90/90	90/90	90/90	90/90

** DuraWalkie handsets cannot make or receive telephone calls directly, but a full-featured DuraFon handset can transfer a call to a DuraWalkie handset.

	Open Area (Farm / Ranch)	Semi-obstructed (Warehouse / Retail store)	In-building Penetration (Motel / office building)
DuraFon Coverage up to:	3,000 acres	250, 000 sq. ft.	12 floors

