



## 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 20 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

## 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 durable, cordless phone endpoint for organizations that require reliable, long-range communications over large areas or in harsh environments. These include organizations with an on premises or hosted phone system or even direct analog phone lines.

### Examples:

- > Assisted Living Facilities
- > Auto Dealerships
- > Distribution Centers/Warehouses
- > Event Centers
- > Equipment Rental
- > Grocery Stores
- > Hotels and Motels
- > Large Residential Properties
- > Recreational Venues
- > Religious Facilities
- > Retail Stores
- > Schools & Universities
- > Theaters

## What to Sell

### DuraFon PRO Platform

- DuraFon PRO system (multi-line base, durable handset w/ digital two-way radio for broadcast and intercom)
- DuraWalkie handset (part of PRO platform, digital two-way radio only handset for broadcast and intercom)
- DuraFon PSL system (part of the PRO platform, single-line base, durable handset w/ digital two-way radio for broadcast and intercom)
- DuraFon UHF system (part of the PRO platform, multi-line base, durable handset w/ digital two-way radio for broadcast and intercom, as-well-as analog UHF radio for use with 3rd party analog UHF radios)
- DuraFon USL system (part of the PRO platform, single-line base, dual-mode, durable handset w/ digital two-way radio for broadcast and intercom as-well-as analog UHF radio)

### DuraFon SIP Platform

- DuraFon SIP system (multi-line system, durable handset w/ digital two-way radio for broadcast and intercom)



## EnGenius Competition

### Cordless Phones

- Offers Limited Ranges/ Restricts Mobility
- Breaks Easily, Not Durable
- No Built-in Two-way Radio Function

### Two-Way Radios

- Users Experience Group Chatter
- Radios Require FCC Licensing Fees
- No Telephone Functionality
- Creates a Disruptive Environment

### PBX Proprietary Wireless Phones

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

### Cellular Phones

- Monthly Costs
- Often Fragile/Easily Damaged
- Often Tied to a Specific Carrier
- Loss of Call Control

Customer Challenges	EnGenius Answers
Coverage	DuraFon Covers Up to: <ul style="list-style-type: none"> <li>• 12-Floors (In-Building, Hotel/Offices)</li> <li>• 250,000 Sq. Ft. (Warehouse/Retail)</li> <li>• 3,000 Acres (Farm/Ranch)</li> </ul>
Productivity	<ul style="list-style-type: none"> <li>• Direct Staff to Where Needed, With Simple Broadcast</li> <li>• Communicate Privately With Staff for Information</li> </ul>
Mobility	<ul style="list-style-type: none"> <li>• Move Throughout Property</li> <li>• Maintains Connection</li> </ul>
Integration	<ul style="list-style-type: none"> <li>• Use Behind a Pbx, Ip-Pbx System or With Standard Phone Line</li> </ul>
Durability	<ul style="list-style-type: none"> <li>• Ruggedized Handsets</li> <li>• Tested to Withstand 4-6-Foot Drops Onto Concrete 50+ Times</li> </ul>
Functionality	DuraFon Handsets Allow: <ul style="list-style-type: none"> <li>• Phone Connection</li> <li>• 2-Way Radio</li> <li>• Broadcast to Some or All Handsets</li> </ul>
Installation	<ul style="list-style-type: none"> <li>• Long-Range, Single Base Coverage</li> <li>• No Need to Add to Your Wifi Network</li> </ul>

Customer Objections	EnGenius Answers
How is DuraFon different from a standard cordless phone?	<ul style="list-style-type: none"> <li>• The DuraFon's long-range, durability and ability to do phone, two-way radio broadcast and handset-to-handset intercom really make DuraFon different.</li> </ul>
I haven't heard of DuraFon, is it new and what is its reputation?	<ul style="list-style-type: none"> <li>• DuraFon is not a consumer product, but is the leader in Industrial Cordless Voice Communication Systems for North America and has been so for over 20 years.</li> </ul>
For a large environment wouldn't cell phones or two-way radios make more sense?	<ul style="list-style-type: none"> <li>• Those solutions are good for some environments, but DuraFon offers some great benefits that those solutions don't, like no monthly cell service bill, control of calls and the ability to make calls and two-way radio other handsets.</li> </ul>
What if we don't want everyone to have phone access?	<ul style="list-style-type: none"> <li>• The DuraWalkie handset is a digital, two-way radio handset only without phone access, but it can take a call transferred to it by a full-featured handset.</li> </ul>
What if we need just one handset for our supervisor, do you have a small system?	<ul style="list-style-type: none"> <li>• The DuraFon PSL and USL are single line system that come with just one handset</li> </ul>
What if we need a larger system of 30 handsets or more	<ul style="list-style-type: none"> <li>• The DuraFon PRO platform can be expanded to support up to 32 line / ports and up to 90 handsets.</li> </ul>





DuraFon Models	Talk Paths/Base	Talk Paths/Total System	Base / Total System	Handsets / Base Supported	Handsets / Total System Supported
PSL	1	29	8	90	90
USL	1	29	8	90	90
PRO	4	32	8	90	90
SIP	4	4	1	10	10

Handset Features	DuraFon PRO-HC	DuraWalkie	DuraFon UHF-HC	DuraFon SIP-HC
Long-Range Phone Coverage	X	**	X	X
Durable	X	X	X	X
Digital Two-way Radio (Broadcast)	X	X	X	X
Digital Two-way Radio (Private Intercom)	X	X	X	X
Dual-Radio w/ Analog UHF Radio	N/A	N/A	X	N/A
SIP Supported Communication	N/A	N/A	N/A	X

\*\* 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



DuraFon PRO-HC



DuraWalkie



DuraFon UHF-HC



DuraFon SIP-HC