



## 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 America 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

FreeStyl systems offer crystal clear voice communications for environments where range and mobility are required.

## FreeStyl Series Value

### Long Range

- Up to 100,000 Sq. Ft. Indoors
- 10 Acres Outdoors
- 6 Floors in a Multi-Story Building

### Flexible

- Push-to-Talk Broadcast
- Full-Duplex Intercom

### Expandable

- Add Handsets up to a Total of 9

### Lower Capital Expenditure

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

### Lower Operational Expenditure

- Less Downtime with Reliable Handsets

## Target Customers

FreeStyl is ideal as a single-line phone for organizations that require reliable, long-range communications over large areas. These include organizations with an existing PBX or standard analog phone line.

### Examples:

- Motels
- Large Estates
- Outbuildings
- Security Desks
- Guard Shacks
- Parking Attendant Stations
- Temporary Buildings
- Ticket Offices
- Restaurants

What to Sell	
FreeStyl 2	<ul style="list-style-type: none"> <li>• Scalable, 900 MHz Cordless Phone System</li> <li>• Extreme Wireless Coverage Over Long Distances</li> <li>• Mountable RF Base for Best Coverage</li> <li>• Robust, Powerful Technology in a Sleek Design</li> </ul>
FreeStyl 1	<ul style="list-style-type: none"> <li>• Scalable, 900 MHz Cordless Phone System</li> <li>• Extreme Wireless Signal Range</li> <li>• Base Station Features: Speakerphone, Dial Pad/Speed Dial, Intercom/Broadcast to Handset</li> </ul>



FreeStyl 2 Shown



## EnGenius Competition

### Cordless Phones

- Limited Ranges/ Restricted Mobility

### Two-Way Radios

- Distracting Group Chatter
- Annual FCC Licensing Fees
- No Telephone Functionality

### PBX Proprietary Wireless Phones

- Backbone Set-Up is Expensive
- High Repair/Maintenance Costs
- Tied to Specific PBX Systems

### Cellular Phones

- Monthly Costs
- Often Tied to a Specific Carrier

Customer Challenges	EnGenius Answers
Coverage	FreeStyl Covers up to: <ul style="list-style-type: none"> <li>• 6 Floors (In-Building, Home/Office)</li> <li>• 100,000 Sq. Ft. (Warehouse)</li> <li>• 10 Acres (Farm/Ranch)</li> </ul>
Budget	<ul style="list-style-type: none"> <li>• Lowest Industry TCO</li> <li>• No Expensive Communication Infrastructure (vs. Many Wi-Fi or DECT Systems)</li> </ul>
Mobility	<ul style="list-style-type: none"> <li>• Maintain Connection Throughout Property</li> </ul>
Integration	<ul style="list-style-type: none"> <li>• Use Behind a PBX System or With Standard Phone Line</li> </ul>
Functionality	FreeStyl Handsets Allow: <ul style="list-style-type: none"> <li>• Phone Connection</li> <li>• 2-Way Radio Intercom</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>• Repeating Antennas Not Required</li> </ul>

Customer Objections	EnGenius Answers
We already have cordless phones.	<ul style="list-style-type: none"> <li>• Do existing phones provide property-wide coverage?</li> <li>• Do you have any dead spots?</li> </ul>
We've never heard of you.	<ul style="list-style-type: none"> <li>• As a smaller company, EnGenius can offer personalized service &amp; support.</li> <li>• Customers compliment our service.</li> <li>• We've been in business since 1999.</li> <li>• We serve multiple industries; can provide case studies/references.</li> </ul>
We have a large property, so we prefer cell phones.	<ul style="list-style-type: none"> <li>• FreeStyl is widely used on large properties of all types due to its long ranges.</li> <li>• No recurring costs with FreeStyl.</li> <li>• Roam the property with the ability to answer the office line without forwarding calls to a cell phone.</li> </ul>
We prefer to limit most of our staff to 2-way radios.	<ul style="list-style-type: none"> <li>• [Recommend DuraFon and its mix-and-match handsets.]</li> </ul>
Cordless phones don't hold up in our environment.	<ul style="list-style-type: none"> <li>• [Recommend DuraFon and its ruggedized handsets.]</li> </ul>

FreeStyl 1 Shown

