



For immediate release

UPTIME DISTRIBUTION SIGNS NATIONAL AGREEMENT WITH TRAPEZE NETWORKS

Uptime to distribute award winning Smart Mobile™ wireless LAN solutions to the Australian channel

Sydney, 10 October 2007 – Uptime Distribution, Australia’s leading services based distributor of unified communications solutions, today announced a national distribution agreement with enterprise Wi-Fi systems manufacturer Trapeze Networks, marking its first ever entry into the local market.

Uptime will introduce channel partners to the full range of Trapeze award-winning Smart Mobile wireless LAN products, which deliver highly scalable wireless LAN solutions that support Voice over Wi-Fi, enterprise mobility, location based services, and outdoor connectivity. Unlike other solutions which require costly infrastructure upgrades to support high-bandwidth, low-latency applications, Trapeze’s Smart Mobile architecture protects customers’ existing investments.

Smart Mobile’s game changing technology received the prestigious 2007 Frost and Sullivan Award for Industry Innovation & Advancement of the Year¹ for the European market. Trapeze has also been highly acclaimed by Forrester, The Burton Group, The Yankee Group, and ABI Research as a WLAN market leader, a leader in enterprise Wi-Fi architecture, provider of the lowest Total Cost of Ownership (TCO) across small, medium and large enterprises, and the number one vendor in WLAN security, respectively.

To ensure its success in Australia, Trapeze appointed Uptime Distribution because of its highly successful channel services model, superior engineering skills, and advanced technical facilities.

¹ Frost & Sullivan, a leading global technology consulting and research firm, gives this award each year to a company that has “proven to be a leader in the industry and that, through its pioneering technology, sound business strategy and research efforts, has been successful in moving the state of the industry forward”.



Geoff Healey, VP, Asia Pacific, Trapeze Networks said,
“Uptime is the perfect partner for us in Australia, as it compliments Trapeze’s Smart Mobile award-winning products with comprehensive offerings in professional services, support, monitoring, maintenance and training. Resellers are immediately empowered to grow their own technical resources and expertise to offer our advanced Wi-Fi solutions to their customers and meet their business requirements as desired.”

Trapeze resellers will benefit from the best supply, sales and engineering support through Uptime’s solutions, including:

- end user lead generation for reseller partners;
- pre-sales consulting, scoping and advice;
- end user & channel partner onsite training and demonstrations;
- 24/7 service & support desk;
- onsite engineering;
- dedicated tender response team; and
- demo center facilities for partners and their end users

Tony Geagea, Managing Director, Uptime Distribution said, “Uptime is extremely confident about Trapeze’s unparalleled and unmatched technology – it’s going to be a big hit with our resellers and end customers. The market simply cannot ignore Trapeze’s compelling value proposition when evaluating their WLAN needs and this represents another business growth opportunity for our resellers. We’re genuinely excited about bringing Trapeze to the Australian channel, and will be meeting with our partners over the next few weeks to start introducing the product range and subsequent services.”

Uptime has existing Trapeze Networks specialists in the organisation, and will dedicate a number of additional engineers to support the product and the channel. Over the next month, Uptime will establish its own Trapeze WLAN environment for reseller and end user demonstrations and will also embark on a national reseller education program to highlight the product’s differentiators.

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press release



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About Uptime Distribution: Uptime Distribution is the leading services based distributor of unified communication solutions in Australia. A distributor with a difference, Uptime is fully equipped to deliver the best supply, sales and pre-sales support, engineering and maintenance of complex technologies such as VoIP and WAN Optimisation through its heavy investment in the best skills, resources and advanced facilities in the country.

About Trapeze Networks:

Trapeze Networks delivers Smart Mobile™ — a ground-breaking approach to wireless networking, enabling organizations to deploy massively scalable mobile applications that leverage their existing infrastructure. Smart Mobile achieves this breakthrough by introducing intelligent switching, the first and only WLAN architecture that optimizes network traffic based on the underlying application. With Smart Mobile intelligent switching, organizations can support the most demanding next generation wireless applications such as toll-quality voice over WLAN for thousands of users, seamless indoor/outdoor mobility, and high-speed networks based on 802.11n — all without requiring expensive forklift upgrades. Trapeze Networks is well-capitalized, with strategic investments from networking industry leaders including Juniper Networks, Motorola, and Nortel Networks. Founded in March 2002, Trapeze is headquartered in Pleasanton, California, with operations in Europe, Japan, and Asia-Pacific. For more information, please visit www.trapezenetworks.com.

**For more information or interviews with Tony Geagea (Uptime Distribution) or
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