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## ENGENIUS CORDLESS PHONES

**America's Best Long Distance Cordless Phones for PBX/Phone Systems!!**

**Direct Extensions on your PBX/Phone System – Expandable Up to 90 handsets – Walkie-Talkie & Phones!!**

**Ranges up to 12 floors, up to 250,000 square feet and up to 300,000 acres in open field environments!!**

## Wireless Phones in Retail Environments

Providing mobility to store managers, associates, and store security staff:

- increases employee productivity
- increases response time to customer needs and increases customer satisfaction
- increases safety and security and decreases shrinkage



## DuraFon Features and Benefits for Retail

The DuraFon Features...	The DuraFon Provides
Extremely Long Range	Coverage up to 250,000 square feet in a retail environment allowing for employees to be in contact in the store, in the parking lot, and in outdoor loading areas for increased employee safety, store security, and customer responsiveness.
Only One High-Powered 900 MHz Transmitter	Full-store coverage without the expense of adding multiple cells throughout the store and a wireless system that doesn't interfere or take bandwidth from WiFi 2.4 GHz data systems.
A Built-In Two-Way Radio	Employee-to-employee communication via private call or employee-to-group communication via message broadcast and the ability to have "radio-only" employees that do not have access to telephones, but can still communicate with staff.
Flexibly Expandability	A system that can expand from one user per store to hundreds while maintaining about the same "per user" pricing. Each user can be dedicated to his own individual port or extension or up to 90 users can share extensions in a warehouse or department setting. Transmitters (or base units) come in one- or four-port modules.
PBX Functionality and Futureproofing	A system that works behind analog ports and can be programmed for users with all PBX analog-equivalent functions. For stores that are not standardized on a PBX or may upgrade to an IP-PBX in the future, the DuraFon remains compatible with all phone systems.
Call Box Integration	Door entry and call box options at store entrances, customer assistance areas, and shipping doors.

## Project Scope and Comparison

Maintaining customer satisfaction and responding quickly to customer needs in critical. Below is a review of several potential wireless phone projects and estimate costs\*:

Project Scope	Est. EnGenius Cost	Est. Other Wireless Cost
Add Wireless Handsets to 100 Existing Stores	\$2,560/store \$250,000/project	\$5,000-\$8,000/store \$500-\$800,000/project
Include Wireless Handsets in 10 New Stores/Year	\$2,560/store \$25,000 /project	\$5,000-\$8,000/store \$50-\$80,000/project
Annual Estimated Maintenance Costs	\$65-\$75/handset \$6-\$8,000/100 handsets	\$150-\$199/handset \$15-\$20,000/100 handsets