

**Kensington Investment Counsel Exceeds Communication Goals
With Toshiba's VIPedge Cloud-based Business Telephone Solution**

IRVINE, Calif., March 26, 2014 — Toshiba America Information Systems Inc., Telecommunication Systems Division (Toshiba — www.telecom.toshiba.com) has helped Kensington Investment Counsel (<http://www.kensingtonic.com>) meet its communication goals with a new **VIPedge**[®] cloud-based business telephone solution. Founded in 1994, Kensington is a family business that designs personalized investment strategies to meet the needs of individual investors. Kensington is based in Long Beach, Calif., and has a second location in Santa Barbara, Calif.

"Toshiba's VIPedge cloud-based business telephone solution is absolutely right for us. It is affordable, feature-rich and gives us the flexibility to communicate the way we want, whether we are at our desks or on the road," said Jeff Wimbish, managing partner, Kensington Investment Counsel.

Challenge: Improve Office and Mobile Communication While Reducing Costs

When Wimbish decided it was time for a new business telephone solution, he specified communications objectives, including:

- Implementing a single business telephone system that would seamlessly connect both offices and enable direct-extension dialing and call transfers;
- Utilizing a fully featured cloud solution rather than having an on-site system;
- Improving communications between the offices and clients with reliable, easy-to-use telephones that integrate with their mobile phones;
- Providing a Unified Communications solution to integrate communications between computers and telephones to help users save time and effort; and
- Providing a reliable business telephone solution that was affordable while delivering cutting-edge technology features.

Patrick Orr, sales manager of **smplsolutions** (www.smplsolutions.com) of Lake Forest, Calif., recommended Toshiba's VIPedge cloud-based business telephone solution. **smplsolutions** has been an Authorized Toshiba Dealer since 2001.

The Solution: VIPedge Delivers Affordable, Reliable Cloud Telephony

Installed and serviced by **smplsolutions**, Kensington's new cloud-based business telephone solution consists of the following Toshiba solutions:

- Toshiba's [VIPedge](#) cloud-based business telephone solution serving two locations;
- [Toshiba's IP5131 professional, large-display IP telephones](#);
- [Call Manager™](#) Unified Communications solution, enabling users to integrate their computers and phones for direct dialing from Outlook;
- Call Manager Mobile, extending users' UC capabilities to their mobile devices;
- [IPMobility](#), a free mobile app from Toshiba that integrates users' mobile phones into the VIPedge cloud-based business telephone solution;
- [Unified Messaging](#) so users receive their voice mail in their email inboxes;
- ["Find-me Follow-me"](#) application to route office calls to users' mobile phones;
- [Conferencing](#) and direct-extension dialing between the locations; and
- Park-Orbit, which allows anyone to pick up a call from any phone at any location.

Result #1: Affordable, Feature-rich VIPedge Improves Communication

Toshiba's VIPedge exceeded Kensington's requirement for an affordable, richly featured cloud-based business telephone solution. VIPedge has helped improve communication both internally and externally.

Result #2: Mobile Apps Ensure Important Calls Get Through

Toshiba's IPMobility mobile app allows Kensington's users to use their mobile phones as an extension of the phone system. Plus, Toshiba's "Find-me Follow-me" application automatically routes incoming office calls to the users' mobile phones. The Caller ID is included so users can easily see who is calling and can answer important telephone calls.

Result #3: Call Manager UC Solution Integrates PCs and Phones

With Toshiba's Call Manager Unified Communications solutions, Kensington's users can combine their computers and telephones into one powerful communication tool with extensive call handling features and database integration. Call Manager Mobile extends the UC capabilities to their mobile phones as well.

Bottom Line: Toshiba's VIPedge Exceeds Kensington's Communication Goals

Toshiba's VIPedge cloud-based business telephone solution exceeded Kensington's communications objectives. Bottom-line benefits include:

- A single cloud-based business telephone solution serving both locations;

- Robust Call Manager Unified Communications solution, which integrates users' computers and telephones;
- Call Manager Mobile, which extends the Call Manager Unified Communications solution to users' mobile phones;
- [IPMobility](#), a free mobile app from Toshiba that integrates users' mobile phones into the VIPedge cloud-based business telephone solution;
- Unified Messaging so users receive their voice mail in their email inboxes;
- "Find-me Follow-me" application to route office calls to users' mobile phones;
- Durable, easy-to-use and intuitive large-display IP telephones;
- Improved communication between offices with direct-extension dialing, transfers and conferencing between the two locations;
- Park-Orbit, which allows anyone to pick up the call from any phone at either location;
- Software and system updates that are done by Toshiba so the solution is consistently updated with the latest features; and
- Improved financials with consistent monthly fees in a single invoice for both locations.

"Toshiba's VIPedge exceeded Kensington's goals of taking advantage of today's mobility and unified communications technologies in an affordable and reliable telephone system," said Orr.

"Toshiba is known for being reliable, durable, cost-effective and feature-rich. Together, Toshiba and **smplsolutions** have exceeded our expectations," said Wimbish.

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About Toshiba America Information Systems Inc. Telecommunication Systems Division

Toshiba America Information Systems Inc., Telecommunication Systems Division is one of the three business units of Toshiba America Information Systems Inc. (TAIS) and offers business communication solutions for SMB enterprises and enterprises with multi-site or regional locations. Toshiba's VIPedge cloud-based business telephone solution supports up to 500 users, and the IPedge and Strata CIX systems support from 8 to 1,000 users and offer Voice over IP, voice mail and unified messaging, conferencing and collaboration, unified communications applications, networking, mobility and more. Together with Toshiba's PCs, tablets, copiers, and surveillance video cameras/recorders, Toshiba's Telecommunication

Systems Division helps enterprises maximize business efficiency in communications and mobility. Headquartered in Irvine, Calif., TAIS is an independent operating company owned by Toshiba America Inc., a subsidiary of Toshiba Corporation. For more information, visit www.Telecom.Toshiba.com.

About Toshiba

Toshiba Corporation is a world-leading diversified manufacturer, solutions provider and marketer of advanced electronic and electrical products and systems. Toshiba Group brings innovation and imagination to a wide range of businesses: digital products, including LCD TVs, notebook PCs, retail solutions and MFPs; electronic devices, including semiconductors, storage products and materials; industrial and social infrastructure systems, including power generation systems, smart community solutions, medical systems and escalators & elevators; and home appliances. Toshiba was founded in 1875, and today operates a global network of more than 590 consolidated companies, with 206,000 employees worldwide and annual sales surpassing 5.8 trillion yen (US\$61 billion). Visit Toshiba's web site at www.toshiba.co.jp/index.htm.

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