

TELECONNECT

UPDATE ON TELULAR



HOW CELLULAR IS CHEAPER THAN LANDLINE

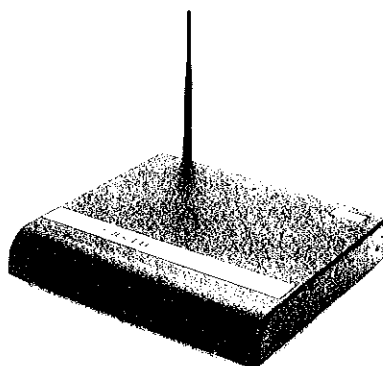
by Harry Newton

After my November test-drive, Telular was overwhelmed. It's now doubling production and figuring how to keep up with exploding demand.

Telular makes stationary cellular phones, called **PhoneCells**, which convert over-the-air cellular signals to the standard landline signals your office's PBX (wireless or wired), key system, single-line phone, fax, modem, voice-processing system, cash register, cash machine, alarm, payphone, etc. is accustomed to. You can get them in single line, standalone boxes on up to 24-lines in a rack mount.

Advantages: With PhoneCell, you can now put phones where wires won't reach or may be in danger. River boats plying the Mississippi use them for phones in guest rooms. Metro North, the NYC metropolitan railroad, is putting them on its trains. Hospitals use them for doctors to call when landlines break or COs crash.

You can put them in temporary places, where landlines are too expensive to wire or can't be put in fast enough. Construction sites are perfect. Journalists use them at sporting events to send stories and photos. Police use them at emergency sites. Auditors use them to set up temporary offices in their clients' offices. Telecom vendors



use them for demonstrating their equipment in prospects' offices — most are short of the requisite tip-and-ring single-line jacks. (Too many electronic phones.)

You can put them in places where you just can't put wires or can't get decent phone service or are still "enjoying" party-line service. Ranches and homes in places like New Mexico and Colorado

You can put them in to **save on long distance**. Cellular One has a "super system" in Tennessee where you can call the major cities in the state and it's a local call. "Super Regional Cellulars" are happening all over. Cellular is now cheaper than long distance (intra-LATA and inter-LATA) in many places, including in and around

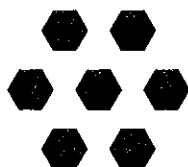
Denver, Dallas-Fort Worth, Florida, metropolitan New York, Tennessee and some parts of California.

Put several PhoneCells behind your PBX and program the cellular lines into your least cost routing algorithm. Might replace some of your local FX lines. Might save oodles on short-long distance calls, which are the most expensive for the miles.

Companies use them as backup. After the Hinsdale, IL, fire, which knocked out some companies' phones for a month, many companies now use cellular as permanent disaster protection. As one happy user said, "Sadly, there's only one local **landline** carrier in most cities."

MIS professionals are loading up on PhoneCells for their computer rooms. That stuff is too mission-critical to be isolated by a CO crash.

Telular now makes a device called a CellSwitch which tests if your landlines are working. Is there voltage on the lines? If not, it waits 30 seconds, then it automatically switches over to cellular lines. No user will notice the switch, except that they'll now be able to make a phone call — which they couldn't do during the previous 30 seconds while their CO was dead or their local loop was severed. The device costs \$150 a trunk, one time charge. 1-800-TELULAR. ©



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