

Fun 'n' Games 'n' Growth

Radical Entertainment scores a big hit with scalable AltiGen IP phone solutions

With a core value statement of "work hard, keep it fun," game maker Radical Entertainment is about as hip as a company gets. But when it comes to investing in technology to run the business, Radical is as value-conscious as a buttoned-down law firm. This is what explains the company's long-running love affair with AltiGen Communications.

It all started seven years ago when Radical went shopping for a new phone system that would be a good match for its swanky new headquarters in Vancouver, British Columbia. Eric Legaspi, director of information technology at Radical, said the company wanted a more flexible, function-rich and scalable phone solution than what they had.

Specifically, Radical wanted a solution that was compatible with the "let's try it ourselves" workforce culture, rather than a solution dependent on others to make changes.

The initial deployment of 140 analog phones from AltiGen would just be the beginning. "Right away we could see this was a good choice," Legaspi recalled. "The staff very quickly learned how to use advanced functions and make changes

without any help from IT or some telecom provider."

A SCALABLE SOLUTION

Then a good thing happened at Radical, namely a lot of growth. In addition, AltiGen rolled out new IP phones, which greatly interested the innovative team at Radical. "But we didn't want to rip and replace our existing investment," Legaspi said. "And we did not have to. With very minor modifications, we are now up to 220 users reaping the benefits of an IP phone solution from AltiGen. I know with other solutions we would have ended up buying a lot of additional hardware. But AltiGen really keeps the customer in mind as it brings new technology to market, letting us keep our initial investments intact and building from them."

Today Radical is an enthusias-



tic user of AltiGen IP 710 VoIP phones. Legaspi said the Radical employees love the flexibility of taking their phones with them to any part of the building and "just punching in a couple digits to relocate themselves instantly." Plus, training staff on new features "is completely intuitive; really couldn't be easier."

Legaspi also lauded Optinet Systems, the AltiGen reseller partner, for consistently serving as a technology partner and adviser



AltiGen's IP 710 Phone

on phone technology and, in his words, "not just pushing the latest and greatest stuff at us to buy. We can continue growing this same system for at least another three to five years."

"The ability of our AltiGen customers to continually build on their investments has made for excellent, long-term customer relationships at Optinet," said Denise Hodges, Optinet customer liaison. "And we know that new technology introduced by AltiGen always works the first time out of the box."

AltiGen Communications, Inc.

AltiGen Communications, Inc. (NASDAQ: ATGN) is a pioneering manufacturer of VoIP business phone systems and call center solutions. Founded in 1994, AltiGen was first to market with self-administration, and recently received *Internet Telephony Magazine's* 2005 Product of the Year for its IP 710 telephone.



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