



## **TELECOMMUNICATIONS WILL EXPLODE IN 2004**

### ***Jason Cowles of Amtec Communications Explains Telecom's Resurgence***

LAS VEGAS, NV — January 19, 2004 — Las Vegas' leading telecommunications provider, Amtec Communications, expects the demand for telecommunications to explode in 2004. In an interview with Technology Assurance Group (TAG), a national organization of telecommunication companies, Jason Cowles, sales manager of Amtec Communications, was quoted as saying, "The dust has finally settled from the industry's shake out over the last few years and companies supplying telecommunication hardware and software will enjoy a significant resurgence. As a whole, the industry Cowles attributed telecom's bright future to the acceptance of advanced technology, a rebound in the US economy, and the ability of small to medium sized businesses to cost effectively adopt new technology, which was previously out of reach.

"The popularity and penetration of advanced technology into the marketplace will take off in 2004. In order to successfully compete, companies will tap into a variety of solutions that will become commonplace and even necessary to increase profitability," stated Mr. Cowles. "These solutions include Voice Over Internet Protocol (VOIP), speech enabled technology, web conferencing, teleconferencing, and automatic call distribution. Each of these technologies dramatically improves the way business is done, substantially decreases cost, and enhances customer service."

As sales manager of the area's most prominent telecommunications business and active community leader, Cowles keeps a close eye on

the local and national economy. "With consumer confidence at an all time high since fall of 2002 and a surge in chief executives' confidence of future performance of the economy, we should expect a quick jump in growth for all sectors. Companies will have the financial resources to update their communications infrastructure, which is long overdue and take advantage of the latest technology," said Cowles.

Additionally, small to medium sized businesses will play a major role in the industry's success. He mentioned that advancements in technology have driven down costs to a point where smaller organizations can now adopt solutions, which were only enjoyed by large enterprises. According to Cowles, "Demand for technology such as VOIP and web conferencing will come from small to medium sized companies looking for new ways to cut costs and enhance communication with their customers. New providers of these types of solutions have now made it cost effective for companies to do so. Plus, the technology will give businesses a competitive advantage and increase their profitability."

Based on these contributing factors, Mr. Cowles strongly believes that "telecommunications is back in 2004" and companies will experience an immediate return on investments in modernizing their communications infrastructure.

Jason Cowles of Amtec Communications was selected by Technology Assurance Group (TAG) to participate in an interview regarding his views on the future of the telecommunications industry for

2004. Mr. Cowles was chosen because of his expertise in this field, Amtec Communications' long history of providing exceptional service, and his ability to maintain Amtec Communications' position at the forefront of the telecommunications industry. This information will be shared with TAG's member companies and their employees around the country.

#### **ABOUT AMTEC COMMUNICATIONS**

With offices in Las Vegas and San Bernardino, Amtec Communications has been providing businesses with solutions to their communications needs since 1982. Amtec's products incorporate a complete line of business communications systems remarkably engineered to meet the needs of today's fast paced business world. Whether your business needs a telephone system, a voice mail, auto attendant, or IVR system, long distance services or if your business is in search of a reputable company to maintain your existing equipment, our experienced and professionally trained personnel will respond to your needs fast, efficiently, and effectively. For more information on Amtec Communications, call (702) 938-8000 or visit [www.amteccommunications.com](http://www.amteccommunications.com)

#### **About Technology Assurance Group (TAG)**

Technology Assurance Group, LLC (TAG) is a national organization of leading independently owned telecommunications companies.

TAG provides its members with the competitive advantages necessary to achieve a dominant position in their marketplace. Members benefit from programs including strategic partnerships with communication

solution providers, best business and management practices, and advanced sales training programs. TAG's mission is to leverage its members' combined economic power, to increase their sales

and profit margins, and to bring advanced technology to the marketplace. For more information on TAG, please call 858-673-5800 or visit [www.tagnational.com](http://www.tagnational.com)