



PRESS RELEASE

Comcast
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Nu-Way Industries Selects Comcast Business VoiceEdge™ For Unified Communications

Comcast Business Class Cloud-Based Voice Offering Helps Global Manufacturing Company Simplify Operations and Improve Productivity

Schaumburg, IL – June 19, 2012 – Comcast Corporation, one of the nation's leading providers of information and communications products and services, today announced that Des Plaines, IL-based Nu-Way Industries, a leader in the design and fabrication of precision metal products, replaced its legacy PBX system with Comcast [Business VoiceEdge™](#), a cloud-based voice and unified communications (UC) solution.

VoiceEdge delivers high definition (HD)-quality voice service and an innovative customer experience that spans users' computers, desktop phones and mobile phones. And because it's fully managed over Comcast's network, it eliminates the need for customers to purchase and maintain expensive phone equipment, such as PBX and key systems, on-site – making the monthly cost more predictable.

As a manufacturer that needs to communicate with a global customer base, Nu-Way Industries' voice service is a fundamental part of its daily business operations. With its existing PBX system at the end of its life, the company began a search for a cost-effective voice solution that would free it from having to buy and maintain costly hardware. Delivered from the cloud, Comcast's Business VoiceEdge provides reliable, HD-quality voice service with advanced UC features that include the ability to click-to-dial from a toolbar in Microsoft Outlook, Internet Explorer or Mozilla Firefox, as well as transfer calls seamlessly between users' mobile and desktop phones.

"With our old phone system, call quality was often poor, making it necessary some times for customers to call our salespeople on their cell phones. Since switching to Comcast Business VoiceEdge, our customers have noticed and commented on the improved call clarity and reliability, so it's made a big difference for us," said Dennis Niklaus, director of Information Technology at Nu-Way Industries. "Our employees also appreciate VoiceEdge, particularly the simultaneous ring feature that allows them to pick up a call no matter where they are – at home, at the office or on the road – so they never miss a customer's call. The Outlook toolbar feature allows us to dial directly from our computers, so we don't even need to pick up the phone to make a call, and we have the freedom to move around."

Some of Nu-Way's customers have been doing business with the company for more than 20 years, which the company attributes in part to its focus on technological advancement across its business. Whether it's the company's design and manufacturing services or its phone system, Nu-Way always is looking at new technologies to ensure it can deliver outstanding products and service to customers.

Comcast Business VoiceEdge gives businesses with existing buildings, warehouses or other facilities that do not have multiple Ethernet ports at every employee's workspace the ability to combine both voice and data services over a single Ethernet connection on their local area networks. This eliminates the additional cost of setting up new network ports. Nu-Way Industries has chosen to run Business VoiceEdge over Comcast's [Ethernet Service](#) which provides secure, point-to-point connectivity to ensure fast and efficient data transmission as well as the ability to scale bandwidth to meet customer demands.

"VoiceEdge can help businesses with one or multiple sites and mobile employees improve their productivity," said John Crowley, senior vice president, Comcast Greater Chicago Region. "With its vast network reach and cloud-based voice service, VoiceEdge also helps employees stay connected anytime and anywhere and serve their customers more quickly and easily."

For more information about Business VoiceEdge and Comcast's full suite of voice and unified communications offerings, click [here](#).

About Nu-Way Industries

Nu-Way Industries, Inc. is a leader in the design and fabrication of precision metal products serving growing industries worldwide. You will find Nu-Way engineered/manufactured products throughout the world - in the United States as well Brazil, Canada, China, England, Germany, India, Ireland, Japan, Mexico, Netherlands, Poland, Spain and Taiwan. Nu-Way Industries, founded in 1968, has grown from a small job shop to a vertically integrated, technology-focused provider of literally thousands of high-quality precision metal parts, metal housings and electronic enclosures. Nu-Way has a wealth of engineering and manufacturing talent, a broad scope of service capabilities and a strong allegiance to technological advancement.

About Comcast Business Services

[Comcast Business Services](#), a unit of Comcast Cable provides advanced communication solutions to help organizations of all sizes meet their business objectives. Through a modern, advanced fiber network that is backed by 24/7 technical support, Comcast delivers Business Class Internet, Ethernet, TV and Voice services for cost-effective, simplified communications management.

For more information, call 1-800-391-3000 or visit <http://business.comcast.com>

About Comcast Cable

Comcast Corporation (Nasdaq: CMCSA, CMCSK) (www.comcast.com) is one of the nation's leading providers of entertainment, information and communications products and services. Comcast is principally involved in the operation of cable systems through Comcast Cable and in the development, production and distribution of entertainment, news, sports and other content for global audiences through NBCUniversal. Comcast Cable is one of the nation's largest video, high-speed Internet and phone providers to residential and business customers. Comcast is the majority owner and manager of NBCUniversal, which owns and operates entertainment and news cable networks, the NBC and Telemundo broadcast networks, local television station groups, television production operations, a major motion picture company and theme parks.

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