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Ozenda makes it a priority to deliver zero hassle customer experience

Introduces 4 proven network components in a single small device directly delivered to small business and home users

Hemel Hempstead, Herts., August 3, 2004 – Ozenda Limited, the company focussed on delivering proven technologies and services directly to end customers has made it an operational priority to deliver high quality, zero hassle and consistent customer experience. Introducing the ***Ozenda 11g Wireless ADSL Firewall Router***, its Chief Executive Officer Bee Parashar says, 'Today's customer is well informed. They aren't buying unknown innovations with a mere promise. They have realised that connections count and connectivity is serious business. They are choosing a high quality experience that includes proven technology and its consistent delivery and deployment. We are committed to provide a zero hassle experience.'

A versatile device: The ***Ozenda 11g Wireless ADSL Firewall Router*** is a sleek device that deceptively houses the latest state-of-the-art technology with a highly integrated powerful micro-processor at its heart. It allows up-to 253 users to share a single high-speed ADSL connection without an external modem. It combines a 4 port 10/100 switch and an 802.11g 54Mbps wireless access point. This allows the user a mixture of wired and the fastest speed standard wireless connections available, to form a powerful and flexible network at the same time. It is an ideal platform for small businesses and homes for a host of applications like high-speed file and music downloads, file sharing, shared printing and email. Its design is complete with a DHCP server and remote management providing everything that most small businesses and home users need for setting up and managing their network. The complexity associated with such a versatile solution is however well hidden from the end user. Users have been able to configure the Ozenda 11g Wireless ADSL Firewall Router with their Broadband Internet Service Provider details and begin to surf the Internet within minutes.

Multi-layered security: Keeping in mind that security is an essential ingredient of today's connected community, the **Ozenda 11g Wireless ADSL Firewall Router** is fortified with a multiple layers of security. It includes a true Stateful Packet Inspection firewall security to protect the network from hackers and intruders. URL or website filtering feature provides excellent business and parental control of sites to allow or deny access of specific websites to any specific user on the network. The wireless access point comes with both WEP and WPA wireless security features to provide best in class wireless security for home and small business users.

Direct engagement: Ozenda is committed to maintaining a direct relationship with its customers. This forms the core strategy of the company. The company sees this as the main factor in key strategic and operational decision making processes. The areas that are most likely to be driven by customer relationships include product strategy, supply chain processes, geographical coverage and pricing. Mohinder Grewal, its Chief Financial Officer says 'We want to do everything possible to make sure that our customers get the best value for money. This strategy includes keeping our costs low and our expenditures rigorously directed towards activities that are essential to deliver customer needs.'

Through a direct relationship with its customers, Ozenda aims to be able to provide the most complete and consistent overall value chain to the customer. It represents 3 key customer experiences:

- **Acquisition experience** - Includes design and development of useful, high quality, rich and robust technology and services that are both easy to use and affordable. Finely calibrated to market needs and those that have proven their intrinsic ability to improve productivity and richness of connectivity.
- **Installation experience** - Includes prompt delivery of acquired products and their quick installation through direct assistance from Ozenda to ensure that customers get to reap the benefits immediately.
- **Ownership experience** - Includes high uptime and flawless usage ensured by ongoing support directly from Ozenda, drawing from the same expertise that designs and develops its products

Pricing and Availability: Immediately and directly available from Ozenda, at £59.99 excluding VAT and delivery. The product is currently available for sale in the UK only.

About Ozenda Limited: Ozenda Limited is formed with a vision of excellence in execution. It is committed to offering products and services carefully designed to consistently enhance business productivity and improving the experience of the connected community, maintaining a direct relationship with its customers and ensuring a high quality and consistent overall experience.