



Vonage Business Tech Takeover Supports "It's About Time" Marketing Campaign

June 30, 2016

HOLMDEL, N.J., June 30, 2016 /PRNewswire/ -- Modern technology is an amazing thing. We've been able to land a probe on Mars. We can clone animals. We have self-driving cars. There have been significant technological advancements in the past decade, but many people see workplace technology lagging behind.

Experience the interactive Multimedia News Release here: <http://www.multivu.com/players/English/7872651-vonage-business-tech-takeover/>

Vonage's new marketing campaign, "It's About Time," illustrates how Vonage is bridging this gap by providing modern, adaptive and intuitive communications solutions that enable businesses to communicate faster, better and smarter. To bring the campaign message to life, Vonage (NYSE: VG) executed a technology takeover at an office building in Atlanta.

Vonage CMO Ted Gilvar commented, "As a leader in cloud communications, we want business decision makers to understand new technology can help them improve how they do business. So, we've brought in amazing tech to take over an office building to make people rethink what they get from their communications partner."

The Vonage Business Tech Takeover featured:

- People flying jet packs with messages like, "We can do this, why can't we seamlessly pull a call from our desk phone to our mobile phones?"
- Drones carrying billboards with messages like, "We can do this, why can't we switch a phone call to a video call with the touch of a button?"
- Hovering billboards with messages like, "We can defy gravity, why can't we have our voicemail transcribed to email?"
- "Holocubes" where people can insert themselves into a hologram with a message around them.

"As we work to drive awareness of Vonage as a business-first communications company, we wanted to stay true to our disruptive roots and market in a different, innovative and disruptive way," Mr. Gilvar said.

The multi-media campaign is rolling out over a variety of platforms including TV, out-of-home, digital, and social media.

Vonage's new campaign was created by Crispin Porter & Bogusky, Miami. Visual assets from the Vonage Business Tech Takeover are downloadable [here](#). To find more details about Vonage's business communications solutions, please [visit us here](#).

About Vonage:

Vonage (NYSE: VG) is a leading provider of cloud communications services for businesses. Vonage transforms the way people work and businesses operate through a portfolio of communications solutions that enable internal collaboration among employees, while also keeping companies closely connected with their customers, across any mode of communication, on any device. The Company also provides a robust suite of feature-rich residential communication solutions. In 2015, the Company was named a Visionary in the Gartner Magic Quadrant for Unified Communications as-a-Service, Worldwide and also earned the Frost & Sullivan Growth Excellence Leadership Award for Hosted IP and Unified Communications and Collaboration (UCC) Services. For more information, visit www.vonage.com.

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