Polycom Conference Phones
Evolving Opportunities

- Conference phones are more important than ever
- Travel budgets have been cut back
  - People are utilizing conference calls more often than ever
- Increasing globalization
  - Global companies, offshoring result in different accents and cultures – clarity is more important than ever
- More remote workers
  - Telecommuting, home offices – workers expect the same productivity tools they would have in the office
- Transition to VoIP
  - Companies revisiting their entire telecom infrastructure
Why Conference Phones?

Are you using a Handset for your Conference Calls?

Top reason to use a conference phone instead:

- In many handsets, speakerphone performance is an afterthought
  - Poor full duplex, echo cancellation, mic pickup
- Handset mics are designed for one person at a desk – not a conference room
- Even on a desktop, a conference phone will deliver more natural, less tiring calls
Competitive Advantages

Polycom Advantages:

- Far superior audio performance
  - Full-duplex, echo cancellation, noise reduction and other core conferencing technologies
  - Polycom HD Voice technology
  - No one else can achieve 20ft mic pickup
- Broadest portfolio
  - Analog, digital and IP
  - Products to meet the needs of any size room
- Integration with Polycom video
- Advanced VoIP capabilities and strong SIP interoperability
- Network of platform partners
Why Upgrade?

- Better microphone pickup
  - Ensure everyone in the room can be heard
- Dynamic Noise Reduction technology
  - Removes background noise such as projectors and A/C systems
- Intelligent Microphone Mixing
  - Highlight the active speaker with smart microphones that focus on the primary talker and ignore other distracting sounds
- High-Quality Backlit Display
  - Caller ID info, multiple language support, speed dials, etc.
- “No More Buzz”
<table>
<thead>
<tr>
<th>Small Room</th>
<th>Midrange</th>
<th>High-End</th>
</tr>
</thead>
<tbody>
<tr>
<td>VoiceStation™ 300/500</td>
<td>SoundStation IP 6000</td>
<td>SoundStation IP 7000</td>
</tr>
<tr>
<td>Robust performance for small meeting rooms and home offices.</td>
<td>Polycom HD Voice-enabled conference phone for small to midsize conference rooms</td>
<td>High-performance IP conference phone with Polycom video integration and unmatched expandability</td>
</tr>
<tr>
<td>SoundStation2™</td>
<td>SoundStation2W™</td>
<td>SoundStation VTX 1000</td>
</tr>
<tr>
<td>The ideal solution for small- to medium-sized conference rooms. Avaya and Nortel digital PBX models available.</td>
<td>Wireless freedom to conference anywhere team collaboration is important - even in rooms where there are no phone lines.</td>
<td>The world’s first automatically adapting conferencing system for lifelike sound in any size conference room.</td>
</tr>
</tbody>
</table>
Key Upgrade Benefits

- Better microphone pickup
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RF Interference

More and more mobile devices are causing RF interference
  - Especially GSM-based devices and “smart phones” such as Blackberries, Treos, and iPhones
  - Sometimes called the “Blackberry Buzz”

Devices with microphones and speakers are especially susceptible to interference
  - Car stereos
  - Alarm clocks
  - Computer speakers
  - … and some conference phones
Mobile Phone Friendly Technology

- Nearly all Polycom conference phones shipping today are “mobile phone friendly”
- Special shielding technology has been implemented to greatly reduce interference
- Rigorous testing to validate superior performance in high-RF environments (even far exceeding real-world scenarios)
# Feature Comparison: Original vs. New

<table>
<thead>
<tr>
<th>Feature</th>
<th>Original SS</th>
<th>Original SS Premier</th>
<th>New SS2*</th>
<th>New SS2W</th>
<th>New VTX 1000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mic Pickup Range</td>
<td>7 ft.</td>
<td>10 ft.</td>
<td>10 ft.</td>
<td>10 ft.</td>
<td>20 ft.</td>
</tr>
<tr>
<td>Twice the Volume</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Dynamic Noise Reduction</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Intelligent Mic Mixing</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>“Mobile Phone Friendly”</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Cell Phone / PC Connections</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>High-Quality Backlit Display</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Phonebook with Speed-Dial Presets</td>
<td>6 entries</td>
<td>25 entries</td>
<td>25 entries</td>
<td>99 entries</td>
<td></td>
</tr>
<tr>
<td>Ringer Selection</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Multi-lingual Support</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Software Upgradeable</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Secure Wireless Technology</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Polycom HD Voice Technology</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>External Speaker Support</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Video Interconnectivity</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Software Upgradeable</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
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</table>
SoundStation2

Remarkable Voice Quality.
The Standard For Everyday Conferencing.

Solid performance and feature set for small to midsize conference rooms

- Acoustic Clarity Technology for remarkable voice quality
- 10-foot microphone coverage, greater with EX mics
- Large backlit display*
- Connect to mobile phones & PCs*

*Not available on all models
User Applications

- Executive offices
- Smaller conference rooms
- Medium conference rooms
- Expandable with optional mics for larger rooms (EX model only)
### SoundStation2 Upgrade Advantages

<table>
<thead>
<tr>
<th>Feature</th>
<th>Original SS</th>
<th>SS Premier</th>
<th>New SS2*</th>
</tr>
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<tr>
<td>50% better mic coverage</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Twice the loudness</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Dynamic Noise Reduction</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Intelligent mic mixing</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Mobile Phone / PC Calling</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Basic display</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>High-quality backlit display</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>One-touch conferencing</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Phonebook with speed-dial presets</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Ringer selection</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Multi-lingual support</td>
<td></td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>

*except basic model w/o display*
SoundStation2 Product Line

SoundStation2 EX
(Expandable with display)
+ Expandable for larger room coverage

SoundStation2
Non-expandable, with display
+ Backlit, Graphical LCD
+ Applications Port

SoundStation2
Non-expandable (w/o display)
✓ Remarkable voice quality
✓ Dynamic Noise Reduction
✓ Intelligent microphone mixing
✓ Easy to install and use

EX Microphone Kit
SRP:
SoundStation2 Digital

▶ Direct connection to digital PBX platforms
  - Avaya DEFINITY & Nortel Meridian
  - Same core features as SoundStation2
  - Leverage PBX multi-party bridging

▶ Models
  - SoundStation2 Avaya 2490
  - SoundStation2 Direct Connect for Nortel
  - Ex Mics available as accessory @
SoundStation2W

**Remarkable voice quality. Wireless Freedom.**

- Combining the quality of Polycom with wireless flexibility
  - Same voice quality as the SoundStation2
  - 150 ft. range
  - Up to 24 hr. talk time
  - Secure – 64 bit voice encryption w/ frequency hopping
  - Use with a cell phone for the ultimate in mobility
Usage Scenarios

▸ Portable applications outside the conference room
  • Sharing a phone between 2-3 personal offices
  • Enabling teams to make calls from any work area
  • Executive and home offices

▸ Where the cell phone is the primary or only choice
  • Temporary work facilities where is no infrastructure
  • Business environments where cell phone is default mode
    • Calls that begin on cell phone and require others
    • Professionals outside office – hotels, customer sites

▸ Clean up the clutter in the conference room
  • 24 hour talk time, laptop locking slot, expandability
New Model: SoundStation2W DECT 6.0

New SoundStation2W, now using DECT 6.0 technology

- Same great benefits and performance as the 2.4 GHz SoundStation2W, but over the 1.9 GHz DECT 6.0 frequencies
- Ideal for customers with concerns about wireless interference or restrictions on using products that operate at 2.4 GHz
- List Price:
  - (Basic model, 12-hour talk time)
  - (EX model, 24-hour battery, can add expansion mics)
SoundStation 2W Product Line

SoundStation 2W Basic
- Better voice quality than the original SoundStation
- 12 Hours Talk Time
- Voice Encryption
- Cell Phone Connectivity
- Laptop-style locking slot
- Compact Base Station
- USB Upgradeable

SoundStation 2W Expandable
- 24 Hours Talk Time
- Expandable
- Computer Calling Kit Included

* EX Mics sold separately

SoundStation 2W Accessories
- 24-hour Talk Time Battery
- 12-hour Talk time Battery
- 2 External Mics
SoundStation VTX 1000

The World’s Most Advanced Conference Phone

- Remarkable voice quality and video integration
  - Polycom HD Voice technology
  - Expansive microphone coverage – up to 20 feet
  - Software upgradeable for investment protection
  - Integrates with Polycom VSX™ series video conferencing
Polycom HD Voice Definition

- Revolutionary voice technology built into select Polycom products to deliver life-like, high fidelity voice for clearer, richer and more productive communications experience

- Key elements of Polycom HD Voice:
  - Wideband technology for over twice the clarity and richness of ordinary phone calls
  - Patented Acoustic Clarity Technology 2
  - Best-in-class system design
HD Voice and VTX 1000

- Ordinary phone network: 300Hz to 3.5 kHz
- SoundStation VTX 1000: 80Hz to 7kHz
- More than twice the bandwidth = much clearer communication
  - 25% increase in intelligibility
  - Less fatigue for the listener
  - Easier to understand accents, fast speakers and soft speakers
  - Like switching from AM radio to FM
- When combined with 20-ft. mic coverage, provides an unmatched voice conferencing experience

Hear the difference for yourself:
  - http://forms.polycom.com/audio_files/vtx1000_demo.htm
  - From a VTX, dial 408-456-5260
Microphone Coverage

~ 6 ft. table

Plus Automatic Gain Control – microphone volume is automatically adjusted to the volume level of the speaker

~ 15 ft. table
VTX 1000 Investment Protection

[Integrates with:
  - Polycom VSX videoconferencing systems
  - Polycom Vortex installed audio systems

Software Upgradeable
  - Frequent feature enhancements

Investment Protection You Can Count On!]
SoundStation VTX 1000 Product Line

VTX 1000

VTX 1000 with Subwoofer

VTX 1000 with Subwoofer and Mics
VoiceStation 300/500

Small conference phone ideally suited for desktops, offices, and other small rooms
VoiceStation 300/500

- Great voice quality for offices and small meeting rooms
  - Acoustic Clarity Technology
  - Dynamic Noise Reduction
  - 7-ft microphone coverage w/ 360 degree coverage
- Compact industrial design
- Easy to use and install
- Auxiliary output jack
VoiceStation 500 - Flexible Calling Capabilities

- High-quality PSTN calls
- Connect to Mobile Phone
  - Switch live calls to the VoiceStation
  - Use in locations with no phone lines
- Connect to Computer
  - Calls over Skype or other Internet calling applications
    - IP soft phones, PVX

* - All cables are included in the box
VoiceStation 300/500 Positioning

- Cost-effective solution for small rooms and offices that would otherwise use a low-quality handset speakerphone
  - Small business
  - Home office workers
- High-quality conferencing no matter how you are calling:
  - Regular analog phone calls
  - Mobile phones
  - Over the Internet
- Conference rooms and other larger meeting spaces should continue to use SoundStation products
SoundStation IP Overview

- Polycom HD Voice for breakthrough clarity
- The industry’s most mature and feature-rich SIP phone platform
- Advanced IP functionality, including Power over Ethernet and applications support
SoundStation IP 7000

Astounding voice quality and clarity from the world’s most advanced IP conference phone

Key Benefits:

- Breakthrough voice quality for more productive conference calls
- Flexible and expandable to meet the needs of nearly any conference room
- Advanced IP functionality to enable easier and more productive conference calls
IP 7000: Breakthrough Voice Quality

Polycom HD Voice: unparalleled clarity to make your conference calls more efficient and productive

- First conference phone to support high-fidelity 22 kHz audio for conference calls that sound as natural as being there.
- 160 Hz provides more natural, richer sounding voices, without using a subwoofer
- Breakthrough audio today, and investment protection into the future

Acoustic Clarity Technology 2

- Automatic gain control, echo cancellation, noise reduction

- 20 ft / 6.1m mic pickup range to cover larger rooms

- “No More Buzz” from mobile phone interference
IP 7000: Flexibility and Expandability

The most flexible and expandable conference phone ever developed

- Connect to the Polycom HDX high-definition video conferencing system for a complete, integrated voice and video conferencing solution
- Connect two units together for increased loudness and microphone pickup, as well as multiple call control interfaces
- Connect up to two optional expansion microphones to ensure close proximity for everyone in the room
HDX Integration Features

► One single interface for all voice and video calls

► For video calls:
  • Dial, pick up, and hang up (input address directly into phone)
  • Add additional microphone pickup for video calls
  • Initiate content sharing via conference phone soft keys

► For audio calls:
  • Dial SIP audio calls in environments with supported platforms
  • Dial audio-only PSTN or ISDN phone calls via the HDX
Multi-unit connectivity

- Daisy-chain up to two IP 7000s
- Multiple call control points in the conference room
- Louder volume, additional mic pickup
  - Add up to two analog EX mics for even greater mic pickup
IP 7000: Advanced IP Functionality

Turn your conference phone into a robust applications platform for your conference room

- Make your conference calls easier, more efficient and productive
- Large multi-line high-resolution LCD display with a full XHTML microbrowser
- Bundled applications include advanced three-party conference features and LDAP corporate directory integration
IP 7000: Advanced IP Functionality

- Leverages the most comprehensive, reliable and feature-rich SIP phone platform in the industry (SIP 3.0)
  - Proven, robust, highly interoperable

- Built-in Power over Ethernet (PoE)
  - No extra cables or accessories to support PoE
  - AC adapter available for non-PoE environments
IP 7000: Additional Features

▶ Sleek, new modern design
  - Complements HDX design
  - Patent pending

▶ Built-in 2.5mm Applications Port – mobile phone and PC connectivity
  - Connect to a mobile phone in places with no network connection
    - Bridge a mobile phone to an existing conference call
  - Connect to a PC to use with soft phone clients
IP 7000: Prices & Accessories (List Price)

- SoundStation IP 7000 (PoE only)
- SoundStation IP 7000 (w/ AC Power Kit)

- Expansion Microphones (set of 2)
- AC Power Kit
- Multi-Interface Module
  - Enables daily-chaining, audio in/out, 2-port Ethernet switch

- Multi-Unit Connectivity Kit
  - Two IP 7000 consoles
  - Multi-Interface Module
  - Console interconnect cable
SoundStation IP 6000

Next-generation IP conference phone designed for small to midsize rooms

Key Benefits:

- Superior audio performance, driven by HD Voice
- Breakthrough price/performance – advanced IP features for a price comparable to analog
IP 6000: Superior Audio Performance

Polycom HD Voice – 220 Hz to 14 kHz
- 14 kHz at the high end improves clarity and intelligibility
- 220 Hz at the low end provides more natural, richer sounding voices
- Breakthrough audio today, and investment protection into the future

Acoustic Clarity Technology 2
- Automatic gain control, echo cancellation, noise reduction

12 ft / 3.3m mic pickup range to cover small to midsize rooms
- 20% greater than IP 4000 or SoundStation2 models

“No More Buzz” from mobile phone interference
IP 6000: Advanced IP Functionality

- Leverages same SIP platform as IP 7000, SoundPoint IP handsets (SIP 3.0)
- High-quality backlit display
  - Better resolution than IP 4000 for improved readability
  - Displays Asian characters
- Built-in Power over Ethernet (PoE)
  - No extra cables or accessories to support PoE
  - AC adapter available for non-PoE environments
IP 6000: Prices & Accessories (USD)

- SoundStation IP 6000 (PoE only)
- SoundStation IP 6000 (w/ AC Power Kit)
- AC Power Kit
- Expansion Microphones (set of 2)
Polycom VoIP Interoperability Program (VIP)
IP Conference Phones - Interoperability

New set of SoundStation IP interoperability platforms

Now Available: AVAYA DevConnect Platinum, ShoreTel Technology Partner, Alcatel-Lucent, MITEL, SIEMENS

Coming Soon: NORTEL, NEC, TOSHIBA

POLYCOM®
Polycom Conference Phones Summary

► #1 conference phone brand in the world for 10+ years
  • 85%+ worldwide conference phone market share*

► Comprehensive portfolio to meet all your customer needs
  • Small-to-medium-to-large-sized conference rooms
    • Even rooms without a PSTN or IP connection available
  • Wired or wireless
  • PSTN, digital, or IP

► Integration with Polycom video conferencing products

* - Source: Frost and Sullivan