Polycom®

SoundStation IP 5000
SoundStation IP 5000

- IP conference phone designed for smaller conference rooms and executive offices
- Exceptional sound quality and HD Voice clarity
- Robust SIP interoperability
- Breakthrough price
Key Features

- Polycom HD Voice (7 kHz) for stunning clarity and realism
- Patented Polycom Acoustic Clarity™ technology
  - Latest advancements in echo cancellation, full duplex, noise reduction
- 7-ft mic pickup range
  - Ideal for up to 6 participants
- Rich SIP feature set
  - Same software as SoundPoint IP
- Integrated Power over Ethernet (PoE)
- Hi-res display with robust multi-language support
- Breakthrough price: $599 MSRP
# IP Conference Phone Product Comparison

<table>
<thead>
<tr>
<th>Feature</th>
<th>IP 5000</th>
<th>IP 6000</th>
<th>IP 7000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acoustic Clarity Technology 2</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Polycom HD Voice Technology</td>
<td>Up to 7 kHz</td>
<td>Up to 14 kHz</td>
<td>Up to 22 kHz</td>
</tr>
<tr>
<td>Mic Pickup Range</td>
<td>7 feet / 2.1m</td>
<td>12 feet / 3.6m</td>
<td>20 feet / 6.1m</td>
</tr>
<tr>
<td>Optional EX Mics Available</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Speaker Loudness</td>
<td>Smaller room</td>
<td>Mid-size room</td>
<td>Larger room</td>
</tr>
<tr>
<td>Display</td>
<td>Hi-res with Asian character support</td>
<td>Hi-res with Asian character support</td>
<td>Large Hi-res with Asian character support</td>
</tr>
<tr>
<td>XML Applications</td>
<td>Limited</td>
<td>Limited</td>
<td>Full</td>
</tr>
<tr>
<td>Power over Ethernet (direct)</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Reduced Mobile Phone Interference</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>2.5mm Application Port</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Multi-Unit Connectivity</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Audio In/Out Available</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>2-Port Ethernet Switch Available</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>HDX Video Integration</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
</tbody>
</table>
Customer Benefits

- Rich voice quality and clarity for more productive calls
- Performance tuned for smaller rooms & exec offices
- Robust VoIP feature support
- Broad SIP interoperability
- PoE eases setup and installation
Ideal Room Size

- Executive Offices & Small Conference Rooms (up to 6 participants)
Working Towards Broad IP Platform Compatibility

VIP / Field Verified Platforms

Additional SoundStation Platforms

Alcatel-Lucent

AVAYA

DEVCONNECT PLATINUM

MITEL

ShoreTel TECHNOLOGY PARTNER

SIEMENS

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Target Customers

апример, покупатели приобретающие электронные телефоны SoundPoint IP
• Несколько кодов, деньги пропадают на столе
• Переход на VoIP является идеальным временем для обновления конференц-телефонов

Большие корпорации с местами для руководства
• Лучшее качество звука для многочеловеческих вызовов
• Маленькие размеры идеалы для рабочих мест / стоек

Покупатели, которые очень внимательны к цене
• Может исключительно сопротивлялись обновлению перед этим из-за цены

Покупатели использующие стационарные спикерфоны в конференц-комнатах
Typical ratio of employees:conference rooms is 20:1
- One SoundStation IP should be sold for every 20 IP handsets
- This is not the case today
Increasing Attach Rates

- Sell IP conference phones instead of handsets into meeting rooms
Desk Phones Don’t Belong In Conference Rooms!

- Only true conference phones provide:
  - 360° mic pickup to pick up everyone in the room
  - Expansive mic range to pick up all voices clearly
  - Loud, omni-directional speaker so everyone can hear
  - Intelligent mic mixing to reduce background noise
Increasing Attach Rates

- Sell IP conference phones instead of handsets into meeting rooms
- Upgrade customers that are still using older analog conference phones
## Benefits of Upgrading

<table>
<thead>
<tr>
<th>Small Room</th>
<th>Midrange</th>
<th>High-End</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SoundStation IP 5000</strong>&lt;br&gt;Polycom HD Voice™ clarity, designed for small conference rooms and executive offices</td>
<td><strong>SoundStation IP 6000</strong>&lt;br&gt;Polycom HD Voice-enabled conference phone for small to midsize conference rooms</td>
<td><strong>SoundStation IP 7000</strong>&lt;br&gt;High-performance IP conference phone with Polycom video integration and unmatched expandability</td>
</tr>
<tr>
<td>$599</td>
<td>$929</td>
<td>$1,339</td>
</tr>
</tbody>
</table>

- Polycom HD Voice technology
- Improved microphone pickup
- Dynamic Noise Reduction technology
- Intelligent Microphone Mixing
- Resists interference from mobile phones
- Leverage VoIP investment
IP Conference Phone Opportunity

Increasing Attach Rates

► Sell IP conference phones instead of handsets into meeting rooms
► Upgrade customers that are still using older analog conference phones
► Sell IP conference phones into executives offices
Q&A