



POLYCOM®

**Wireless KIRK 5000  
Handset series**

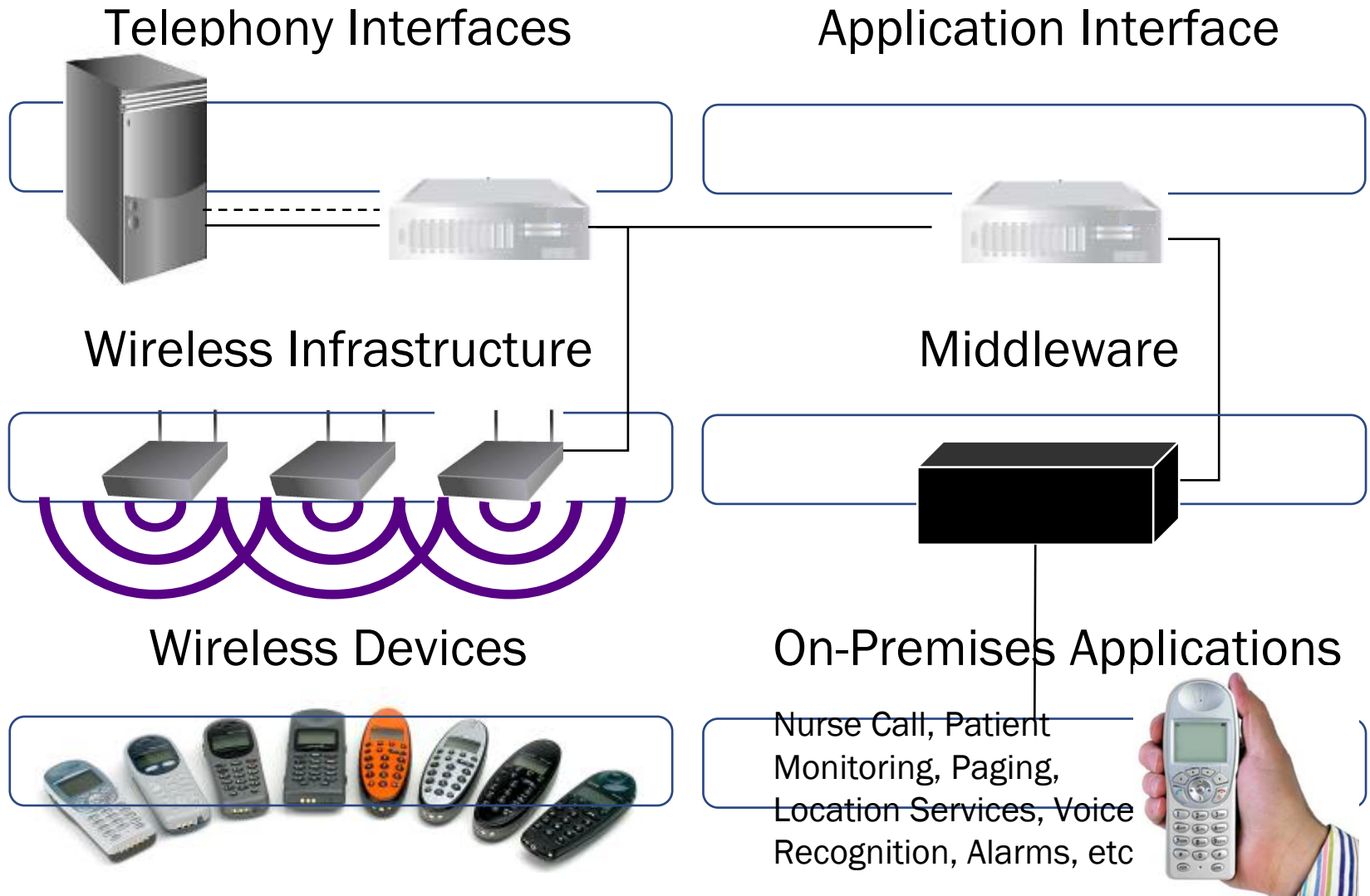
*March, 2009*

# Content

- ▶ Putting it all in perspective
  - Handset decision as part of total decision
  - KIRK Handset portfolio
  
- ▶ A short technical run through
  
- ▶ Competitive positioning
  
- ▶ KIRK 5000 Handset series as platform for growth
  - Enduser value proposition
  - Value proposition for distributors/resellers
  
- ▶ Call to action

# Putting it all in Perspective

- Basic Technology Components



# The KIRK Handset Portfolio

## ▶ General purpose handsets

- KIRK 2010
- KIRK 3040
- KIRK 5020
- KIRK 5040

## ▶ Specialized handsets

- KIRK 4020
- KIRK 4040
- KIRK 4080



# Technical Run Through of KIRK 5000 Series

- ▶ Main features
- ▶ User interface – KIRK 5020 and KIRK 5040
  - Navigational principles
  - User interface with icons with text menu



# Main Features

Core Values	KIRK 5020	KIRK 5040
Workplace ergonomics	<ul style="list-style-type: none"> <li>•Design for easy grip</li> <li>•Handsfree usage due to head set</li> </ul>	<ul style="list-style-type: none"> <li>•Design for easy grip</li> <li>•Handsfree usage due to head set</li> </ul>
High durability	<ul style="list-style-type: none"> <li>•Designed to last at least 5 years</li> <li>•Low return rates</li> </ul>	<ul style="list-style-type: none"> <li>•Designed to last at least 5 years</li> <li>•Low return rates</li> </ul>
'Easy to use' interface	<ul style="list-style-type: none"> <li>•Intuitive text menu with icons</li> <li>•Industry leading colour screen</li> <li>•Soft keys and navigation arrows</li> </ul>	<ul style="list-style-type: none"> <li>•Intuitive text menu with icons</li> <li>•Industry leading colour screen</li> <li>•Soft keys and navigation arrows</li> </ul>
Enhanced productivity	<ul style="list-style-type: none"> <li>•Design for excellent sound quality</li> <li>•Hands free option / loudspeaker for 'conferences'</li> <li>•Vibrator</li> <li>•Battery talk time: 20 h</li> <li>•Battery standby time: 200 h</li> </ul>	<ul style="list-style-type: none"> <li>•Design for excellent sound quality</li> <li>•Hands free option / loudspeaker for 'conferences'</li> <li>•Vibrator</li> <li>•Battery talk time: 15 h</li> <li>•Battery standby time: 100 h</li> </ul>
Wide Interoperability	<ul style="list-style-type: none"> <li>•1G8</li> <li>•1G9</li> <li>•Full support for KIRK MSF functions</li> </ul>	<ul style="list-style-type: none"> <li>•1G8</li> <li>•1G9</li> <li>•Full support for KIRK MSF functions</li> </ul>
Range of accessories	<ul style="list-style-type: none"> <li>•Plantronics headset with and without hook off switch</li> <li>•Belt clip</li> <li>•Leather pouch</li> </ul>	<ul style="list-style-type: none"> <li>•Freedom of choice for Bluetooth headsets</li> <li>•Belt clip</li> <li>•Leather pouch</li> </ul>

# User interface – KIRK 5020 and KIRK 5040

- ▶ Navigational principles
- ▶ User interface with both icons and text



# Navigational Principles

## ▶ Left softkey: Menu

- Phonebook
- Call Register
- Messages
- Status
- Settings

## ▶ Up key:

- Quick Phonebook access  
*Starting from the end of the alphabetic list*

## ▶ Down key:

- Quick Phonebook access  
*Starting from the beginning of the alphabetic list*



## ▼ Right softkey: Shortcuts

- Edits shortcuts  
*Quick access to preferred, personal functions that are often used*

## ▼ Left key:

- Call list  
*Quick access to outgoing / incoming & missed calls*

## ▼ Right key:

- Missed calls  
*Quick access to missed calls*



# User Interface – KIRK 5020 and KIRK 5040

Usage and learning has been simplified with icons

- Receiving call
- Missed call
- Keys locked
- Microphone muted
- Loudspeaker silenced



# Competitive Positioning

## ▶ Specialized handset types

- Vertical specific handset types, example: man down in correctional institutions (aka prisons)
- Specific approvals: IP 5x, IP6x, ATEX

## ▶ General purpose handsets

- Entry level, low cost
- Mid range level
- High end / Executive style, feature rich

# Competitive Positioning – II

## - general purpose handsets

### Entry level

Aastra DeTeWe: Openphone 26  
 AVAYA: WT 3701  
 Ericsson: DT190  
 NEC Philips: C244  
 Siemens: Gigaset S67H  
 Snom: M3 IP DECT

### Mid range

Aastra DeTeWe: Openphone 27  
 Alcatel Lucent: Mobile 300  
 AVAYA: WT3711  
 Ericsson DT292  
 Polycom: KIRK 3040  
 Siemens: Gigaset SL37H

### High end

Aastra DeTeWe: OpenPhone 25, M92x  
 Alcatel Lucent: Mobile 400  
 Ascocom: Ascotel 150, 9d24 Talker  
 Ericsson: DT590  
 NEC Philips: C944  
 Polycom: KIRK 5020/ 5040  
 Siemens: Gigaset SL3



# A platform for Growth

- ▶ A strong value proposition vis a vis end users
- ▶ KIRK 5000 Handset series strengthens competitive position of distributor/reseller
- ▶ KIRK 5000 Handset series provides a better base for increased sales and earnings



# End User Value Proposition...

- ▶ High durability makes Total Cost of Ownership competitive through life cycle
- ▶ Higher end user satisfaction due to ease of use
- ▶ Higher end user experience from look and feel
- ▶ Feature richness helps protecting investment and reduce risk of purchasing wrong equipment

# What the KIRK 5000 Series can do for You...

- ▶ Enjoy selling a product you can be proud of!
  - Stylish, Enterprise grade quality, User centric design process
- ▶ Convincing quality reduce customer complaints
  - Low return rates
- ▶ Complements distributor/ reseller product portfolio
  - Position your business with a 'Top of line product'
- ▶ Less need for training and support
  - User friendliness
- ▶ In short it will be easier to make the budgets!



**product  
design  
award**

**2008**



# So now...

- ▶ Try before you buy!
  - Try comparing KIRK 5000 Handset series with other mid-range and highend handsets
    - 'Give the customer a phone in the hand and he'll feel the difference'
- ▶ Order demo-equipment