



POLYCOM®

**SoundStation IP 5000**

# Product Overview

## 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



**IP 5000**



**IP 6000**



**IP 7000**

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

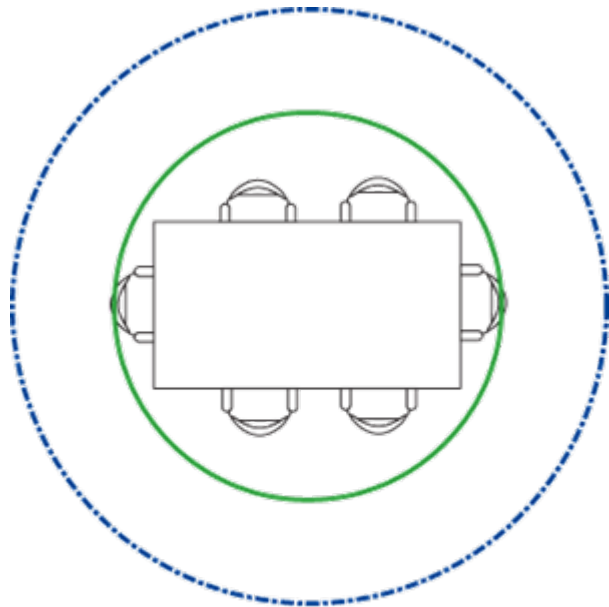
# Customer Benefits

- ▶ 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

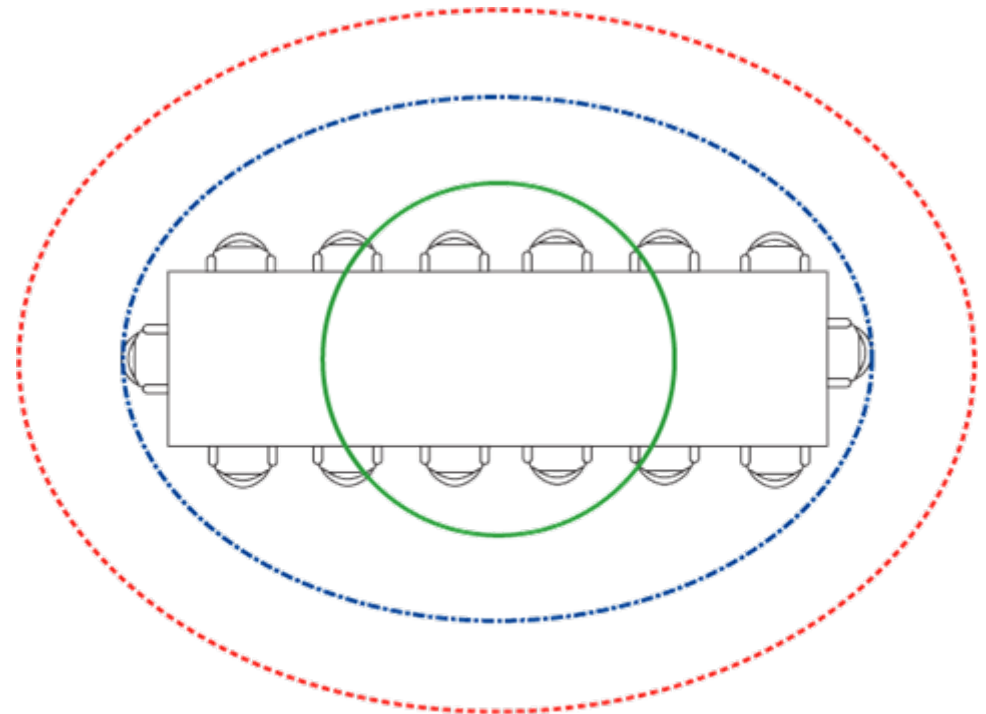


# Ideal Room Size

- ▶ Executive Offices & Small Conference Rooms  
(up to 6 participants)



— SoundStation IP 5000  
- - - SoundStation IP 6000



— SoundStation IP 5000  
- - - SoundStation IP 6000 w/ EX Mics  
... SoundStation IP 7000 w/ EX Mics

# Working Towards Broad IP Platform Compatibility

## VIP / Field Verified Platforms

**BROADSOFT**



**FONALITY**  
communicate openly.

**SYLANTRO**

**NEC** NEC SPHERE



**3COM**

**digium** Asterisk  
BUSINESS EDITION™

**NETEL**

**Cedar Point**  
COMMUNICATIONS®  
Simplifying The Network

**Metaswitch**  
Networks

**ADTRAN**

**SUTUS**

**Critical**  
links

**epygi**

**OBJECTWORLD™**

**TeleWare**  
Intelligent communications solutions

**PanTerra™**  
NETWORKS

**whaleback**  
SYSTEMS

**pbxnsip**

**LignUp**

**CommuniGate**  
SYSTEMS

**Aptela**

**SkyWave**

**Hitachi Cable**  
Empowering Energy & Communication

**COMVERSE**  
Total Communication comes to life

**ZULTYS**

**NEC PHILIPS**  
NEC PHILIPS UNIFIED SOLUTIONS

## Additional SoundStation Platforms

Alcatel-Lucent 

**AVAYA**

**DEVCONNECT**  
PLATINUM

 **MITEL**

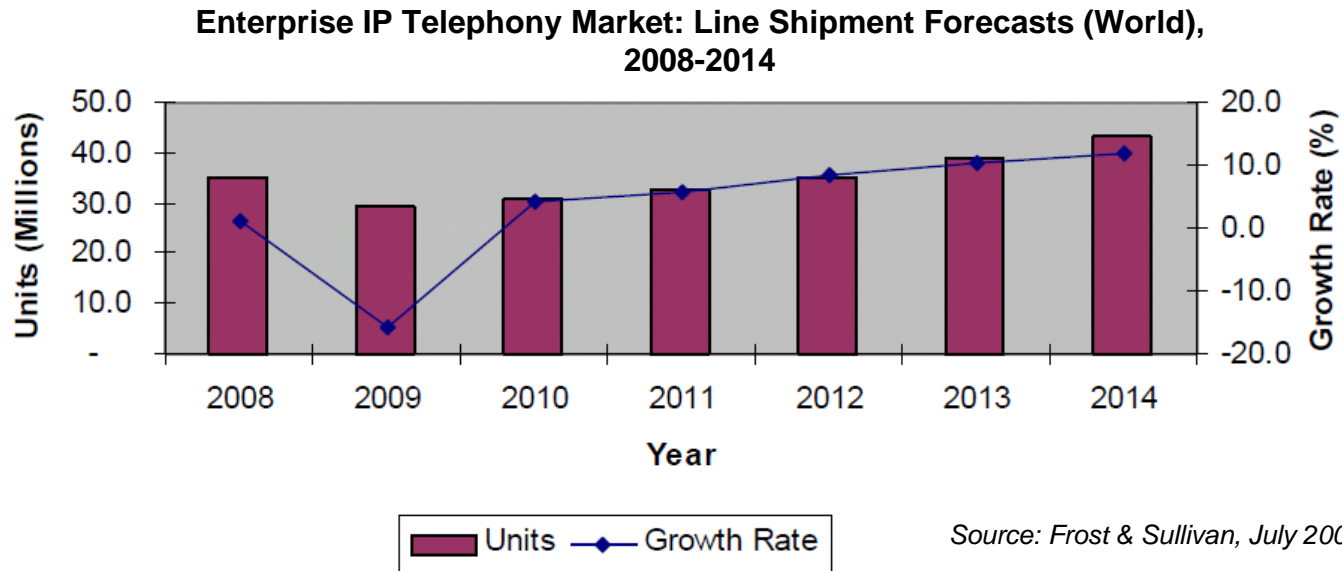
 **ShoreTel**  
TECHNOLOGY PARTNER

**SIEMENS**

# Target Customers

- ▶ Customers purchasing SoundPoint IP phones
  - Attach rates are not optimal, money is being left on the table
  - Migrating to VoIP is the ideal time to upgrade conference phones
- ▶ Larger enterprises with executive offices
  - Much better voice quality for multi-person calls
  - Small footprint is ideal for desks / side tables
- ▶ Customers who are very price-conscious
  - May have resisted upgrading before due to price
- ▶ Customers using deskset speakerphones in conference rooms

# IP Conference Phone Opportunity



- ▶ 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

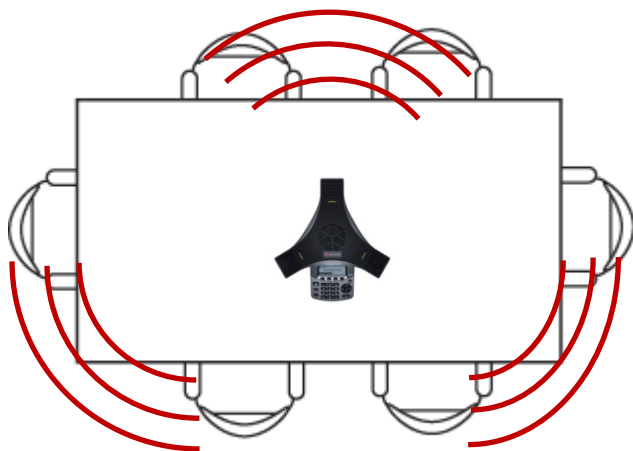
# IP Conference Phone Opportunity

## 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



# 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

# Benefits of Upgrading

## Small Room



### SoundStation IP 5000

Polycom HD Voice™ clarity, designed for small conference rooms and executive offices

\$599

## Midrange



### SoundStation IP 6000

Polycom HD Voice-enabled conference phone for small to midsize conference rooms

\$929

## High-End



### SoundStation IP 7000

High-performance IP conference phone with Polycom video integration and unmatched expandability

\$1,339

- ▶ 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

