New IP Phones from Siemens for Communication over IP

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With optiPoint 420, the Siemens Communications Group has launched a new telephone family for the business customer segment. The optiPoint 420 series comprises IP phones that offer users major new advantages when communicating via the Internet Protocol. Integrated IP applications permit a high degree of flexibility and mobility for every workplace. For example, the devices in this telephone family are especially suited for desk sharing or for employees who move from workplace to workplace thanks to the automatic transfer and display of screen entries.

The new devices will be available in four models: optiPoint 420 advance, economy, economy plus and standard. The modular structure of the family offers a highly customized workplace environment, resulting in a

high cost-saving potential.

With the new optiPoint 420 family, Siemens is offering its corporate customers innovative and flexible IP telephones that individual users can tailor precisely to meet their requirements. The automatic transfer and display of key assignments on the screen is ideal for office environments with a desk sharing organization, as well as for employees who frequently have to work from different locations. Once users have logged on with their password, they are immediately and automatically shown their own speed-dial list no matter which optiPoint 420 is being used at the time; the telephone at a particular workplace always shows the user's own speed dialing list and the keypad assignment they have selected for freely allocatable keys. Time-consuming labeling, cutting and inserting paper strips to create personal dialing lists are finally a thing of the past.

The optiPoint slk module with its 13 additional keys including display and LED is the ideal add-on for the optiPoint 420 standard and optiPoint 420 advance. It enables up to 4 layers of additional functions or telephone numbers to be saved. This new technology is also backwards compatible to previously released optiPoint 410 family of IP telephones to ensure that previously purchased devices within the enterprise can take advantage of new technology.

Other special features of the new telephone family include exceptionally high speech quality, for example by using a wideband code and voice dialing. The optiPoint display module provides an integrated browser and the actual corporate directory on its user-friendly touch screen module. The modular structure permits flexible expansion today for users that need specific features.

When it comes to management, the new devices also offer all the advantages of IP telephony: features can be updated simply by means of

software downloads. And thanks to standardized interfaces and APIs, they can be integrated into the infrastructures of legacy communications systems with ease.

Needless to say, optiPoint 420 telephones have full access to all the communications features of HiPath Real Time IP systems such as HiPath 3000, 4000 and 5000. A variety of protocols are supported, for example, the future-oriented open SIP standard (Session Initiation Protocol), that will be available for all models in the new telephone family by the end of 2005.

HiPath is the Enterprise Convergence Architecture from Siemens. A comprehensive solution and service portfolio enables companies to further expand their existing voice and data infrastructures, safeguard their existing capital investment, and implement second generation IP (2gIP) applications. 2gIP applications optimize company processes and lead to a sustained improvement in productivity for the corporation. Thanks to the continuous further development of its products and software, Siemens Communications is an innovation leader on the path to a seamless integration of realtime communication in the IT world. According to analysts, HiPath has ensured that Siemens is the world's number one supplier of VoIP connections. With a market share of 38.6% Siemens aims to further expand this position. Over 70% of the Fortune 500 corporations have selected a HiPath solution. Customers include BMW, DaimlerChrysler, Deutsche Bank, Ford, IBM, Kodak, SAP, BP and Volvo.