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Systems

Avaya Streamlines SMB portfolio with IP Office Release 6.0

Takeaway: Avaya continues to streamline its SMB portfolio and highlight the IP Office 500 as its single forward-looking IP/hybrid platform for SMBs. A new Release 6.0 adds support for Avaya PARTNER telephones, plus a number of other new telephone options (1400 Series Digital Phones and 9600 Series IP Phones), a new IP500V2 control unit, an SD system card pre-loaded with software, configuration and licenses, a new video softphone and enhancements to voicemail and SIP trunking. The new Release 6.0 builds on a substantial release last fall which simplified packaging and licensing into three Editions (Essential, Preferred and Advanced) and added new user profile licenses, among other improvements. Per the recently outlined Avaya-Nortel roadmap, Avaya also plans to move Nortel Norstar and Business Communication Manager (BCM) customers toward IP Office; the next IP Office release (R7.0) will incorporate some Norstar and BCM features, phones and applications. Read more about Avaya IP Office R6.0 below and visit www.telecomtactics.com for more information on Avaya business telephony systems and other IP PBX market offers.

Avaya is positioning the IP Office 500 converged telephony system as its single IP/hybrid platform for small and mid-size businesses (SMBs), with scalability from two to 384 users. Avaya is consolidating its own SMB platforms and the recently acquired Nortel SMB platforms, migrating all toward the Avaya IP Office 500. Until now, Avaya has offered several telephony systems for smaller businesses, including its PARTNER ACS Key System and several IP Office models with varying capacities, and now adds the Norstar and Business Communications Manager platforms from Nortel. With IP Office 6.0, and the subsequent Release 7.0, Avaya is creating a migration path for current customers of these platforms to transition to IP Office.

[Note: Avaya will continue to offer Nortel's Software Communication System (SCS) open-source SIP-based software solution for SMEs (30-2,000+ employees) preloaded on an industry standard server; SCS is considered to be more IT-centric, and thus, has a different target market than that of the IP Office IP/hybrid platform.]



IP Office 500 R6.0 introduces a number of improvements, including a new control unit, called IP Office 500 V2 or IP500 V2. Like the earlier IP500 control unit, IP500 V2 has four card slots for existing IP500 cards, but also has two slots for Secure Digital (SD) cards. The "System" SD card is required for system operation and can be pre-loaded with software, configuration and licenses for simple installation (acts as a Feature Key). The System SD card is also required for licensing optional features and storing embedded voicemail in the IP Office Essential Edition (two ports standard, with additional ports licensed up to six ports). A second, optional SD card can be used to store copies of the System SD card (for backup) or used as an additional memory card.

There are three SD card types available to define the system's operating mode: Mu-law or A-law voice encoding for U.S. or multi-country locales, and a North American PARTNER version which allows the IP Office 500 to emulate the legacy PARTNER ACS Key telephone system. The new IP Office Essential Edition - PARTNER Version (available in North America and Mexico) allows the IP Office to operate like the PARTNER ACS with enhanced key and lamp operation, simplified administration and ETR telephone support. This version provides most of the PARTNER ACS R8 feature set, but also integrates IP Office Essential Edition functionality such as Mobile Twinning, Visual Voice Mail, 64-party conferencing, SIP Trunking and PRI/T1 support.

The IP500 V2 control unit supports several new cards, including an ETR 6 Port Phone card (for PARTNER ETR 6/18/34 D digital phones or 3910/3920 wireless phones) and new Combination Cards that combine station and trunk ports with VoIP resources in a single card. There are two variants: a Combination Card with Analog Trunks (four analog trunks, two analog phones, six digital stations and 10 Voice Compression Module (VCM) channels) and a Combination Card with BRI Trunks (two BRI trunks, two analog phones, six digital stations and 10 VCM channels).

IP Office Release 6.0 also improves the compatibility and migratability among IP Office and other Avaya platforms by adding support for additional Avaya telephone series, including the support for PARTNER ETR phones as mentioned above, but also support for Avaya 9600 series telephones, previously compatible only with Avaya Aura Communication Manager. Also new are Avaya 1400 Series Digital Phones and international versions of the 1600 Series IP Phones. A new Avaya IP Office Video Softphone for Teleworkers and Power Users enables audio calls, plus 2-party video calls between users on the same IP Office system or within an IP Office Small Community Network.

[Note: Last fall, IP Office added support for Integral 5 telephones, creating a migration path for customers that have deployed the Integral 5 PBX originally from Tenovis, a German provider of enterprise communications systems that was acquired by Avaya in 2004.]



Release 6.0 also builds on a substantial release last fall (R5.0) which simplified packaging and licensing into three Editions (Essential, Preferred and Advanced) and added new user profile licenses - a single license key can now provide all functionality of a system edition or user profile. R6.0 introduces a new user profile called Office Worker that enables access to Unified Messaging and one-X Portal for IP Office, a thin client application (Web browser access) for call control and more. And, the Teleworker profile license now additionally enables access to Unified Messaging and the new IP Office Video Softphone. In Small Community Network configurations, users can 'hot desk' among systems, retaining their user profile license (Office Worker, Teleworker, Mobile Worker, Power User) if they move from one system to another. SCN supports 1,000 users with R6.0 (up from 500).

R6.0 also includes enhancements to SIP trunking and ISDN trunking, the Mobility Callback feature and voicemail improvements (resilient/distributed voicemail on the Preferred Edition and up to six ports of voicemail on the Essential Edition). www.avaya.com

Epygi To Release the QuadroM8L for SMBs

Takeaway: At VoiceCon Orlando 2010, Epygi (a first time exhibitor at the show) will debut the QuadroM8L, a new IP PBX platform designed for small and mid-size businesses (SMBs) that desire more advanced features, but on a less expensive, lower capacity platform (QuadroM8L starts below \$2,500). The new platform supports up to 96 IP users (32 IP users in the base configuration) and has a similar feature set to the larger QuadroM32x launched in 2008, including licensed feature options for Call Recording, ACD and a 32-party Conference Bridge. Quadro"M" platforms represent forward-looking systems from Epygi with a more powerful motherboard than the initial Quadro product line. Epygi will be launching three additional QuadroM platforms soon to address varying physical trunk and station configurations and capacities, each with the enhanced motherboard and licensed options. Visit www.telecomcontactics.com for more on the Epygi Quadro and other SMB platforms on the market.

Epygi Technologies, a U.S.-based designer and manufacturer of IP systems is set to release the QuadroM8L, the newest addition to its family of all-in-one IP PBXs designed for small and medium-sized organizations. The QuadroM8L (96 IP telephones and 32 concurrent calls) is a less expensive and lower capacity version of the QuadroM32x introduced in 2008 as the largest Epygi platform to date (192 IP telephones and up to 64 concurrent calls). Warren Sonnen, Director of Product Management and Marketing at Epygi, explains that after the company launched the QuadroM32x, customers began to demand the more advanced features available on the QuadroM32x, but on a less expensive platform. The QuadroM8L, and forthcoming QuadroM platforms, meet this need.



The QuadroM8L is a rack-mountable unit that supports two FXS lines, eight FXO lines, an audio analog input/output (unique to the new M platforms) and support for 32 IP users in the base configuration. Licenses can be purchased to increase the IP users to 96 in 32-user increments, as well as to add up to 20 ports of call recording, a 32-party conference bridge, Automatic Call Distribution (ACD) and a Barge-in/Silent Monitoring capability. SIP trunking to an ITSP is also possible.

With all Quadro IP PBX systems, voicemail is a standard feature (no license required) and available for every user with some unified messaging functionality such as retrieving stored voicemail messages via e-mail as attachments and receiving notifications via e-mail or SMS. An Auto Attendant with Interactive Voice Response is also standard (pre-recorded or synthesized audio prompts based on VoiceXML) to direct callers to an extension or voice mailbox. As noted, the “M” platforms support some additional productivity applications which are activated by software license key, including the ACD functionality, the monitoring capabilities, the voice conference bridge and call recording.



A wide range of third party IP telephones, wired and wireless, are compatible, including those from preferred Epygi vendors, Aastra, snom, Polycom and Yealink. However, any SIP-compliant IP phone will function with the Quadro. For home office and teleworkers, the Quadro Communications Manager Softphone lets users manage calls via a laptop or desktop PC. All new Quadro IP PBXs include an installed copy of QCM. For mobile employees, Quadro supports DECT and WiFi technologies via SIP (snom M3 cordless IP DECT telephone pictured).

QuadroM8L is the first of four new QuadroM platforms to be launched in the next few months, each with varying physical trunk and station configurations, as well as the advanced licensed options and enhanced motherboard. The QuadroM platforms represent forward-looking systems from Epygi and will be enhanced with Release 5.2 software in the coming month. www.epygi.com

IPsmarx Announces Complete Hosted Solution for SMBs

***Takeaway:** Hosted solution provider IPsmarx is bundling its VoIP softswitch/billing platform with a multi-level IP PBX and SIP trunking, creating a complete portfolio of telephony services available through Service Providers and aimed at small and mid-sized businesses (SMBs). With the new MarketReady Softswitch and Application Suite from IPsmarx, Service Providers will have switching, billing and customer management capabilities in a single easy-to-manage platform, along with popular calling features and applications important to SMBs. Additionally, IPsmarx's solution offers some unique benefits to Service Providers in the form of reseller support and e-marketing for promotional notices and online processing. Hosted telephony solutions are gaining popularity among businesses as a way to reduce equipment costs and ensure business continuity. In fact, in a 2009 survey of 300 decision makers, T3i Group identifies a larger market for hosted services than was previously projected, not just for the U.S. SMB market targeted by specialist providers, but for enterprises and global companies. The research finds that the security of a fixed-rate, low-cost, quickly deployable hosted solution is compelling to businesses. Visit www.t3igroup.com for more on T3i Group's "Global Market Demand for Hosted IP Telephony and Hosted - SaaS UC Applications Market Outlook" report.*



IPsmarx, a VoIP softswitch and application provider, announces the MarketReady Softswitch and Application Suite, a complete portfolio of hosted services designed to meet the telephony and application needs of small and mid-sized businesses, as well as to simplify service delivery and management functions required by Service Providers - all in a single platform. As a “ready-for-market” offer, the new platform (a software-based system running

on a high-reliability server) contains all the components needed by the Service Provider – switching, billing, customer management - plus the telephony features and applications important to SMBs.

In addition, IPsmarx handles the installation of the system at the Service Provider's data centers and provides complete system training and support services, as well as integration of the IPsmarx system with existing equipment if needed. The Service Provider (or a reseller), in turn, deploys IP telephones and gateway equipment at the end-customer location. IPsmarx partners with Cisco, Polycom, Grandstream, snom, Aastra and Linksys for IP telephones, and with Cisco and Quintum for VoIP gateways. Also, IPsmarx's MarketReady Softswitch solution offers some unique benefits that help Service Providers grow their business in the form of e-marketing opportunities; an integrated e-mail platform is available for sending out promotional notices, while an e-store function enables an automated sign-up and an easy online payment process. The solution also provides support for multiple levels of resellers and agents, giving them the ability to set up and manage their own customers, and thus, giving the Service Provider better market reach to address the growing number of SMBs.

Hosted telephony solutions are gaining popularity among businesses as a way to reduce equipment costs and ensure reliability, redundancy and disaster recovery. With a traditional on-premises PBX, call control takes place locally, so during outages, call processing will be interrupted. However, with a hosted VoIP solution, redundant servers can be co-located in a Service Provider site or remotely located within the Service Provider network so that inbound calls, at least to voicemail, can continue. IPsmarx explains that the solution has been tested extensively by engineers for quality assurance, accounting and against hacking. A single server supports about 16,000 telephone extensions, and a complete system has been tested up to 2,000 concurrent calls on a single server at 100 calls per second.

Service providers benefit from a single application server for management of all customer accounts, including billing, reporting and invoicing – all on single platform which scales as needed. Additionally, network administrators (at the service provider level), customer service representatives and resellers can access a Web portal for online account management (rate plans, etc.).

For SMBs, the MarketReady Softswitch and Application Suite provides important IP PBX features, including voicemail, unified messaging, auto attendant, E-911, call waiting, call forwarding, 3-way conferencing, and follow-me service. The SMB end user will have their own Web browser-based management system for managing telephone extensions and groups, the auto attendant routing, phone number assignment, DID assignment and more.

The IPsmarx MarketReady Softswitch and Application Suite is available to Service Providers worldwide; currently IPsmarx systems are deployed in over 60 countries. The solution is sold on a license basis, with a per-user cost that depends on the number of purchased licensed extensions. A complete starter package includes IP PBX features, SIP trunking, Class 5 and Class 4 services, marketing, payment and reports modules, training, installation and one-year of support for \$25,000.

www.IPsmarx.com/marketreadyswitch

NEC Enhances UNIVERGE Sphericall, Adds Contact Center, Wireless and Video

Takeaway: NEC adds new functionality for customers of its UNIVERGE Sphericall software-based IP PBX acquired in 2007 when NEC Corporation of Tokyo Japan purchased Sphere Communications. The latest Sphericall R6.4 adds support for three productivity applications: NEC's UC for Business contact center solution, NEC's Business Mobility (Wireless LAN and IP DECT) and HDX video solutions from Polycom. As a software-based IP PBX which is more IT-centric (adapts well with virtualization and the ability to run voice as an application on a data network), Sphericall complements NEC's portfolio of traditional and IP-based telephony systems and unified communications products. NEC also offers the solution as SphereCSE (Communications Service Engine), an IP PBX software development platform that targets OEMs and ISVs looking to build an IP communications solution, and Sphericall is deployed widely by the government and military since it has passed rigorous PBX testing (Joint Interoperability Test Command or JITC). Read more below and visit www.telecomtactics.com for more detail on NEC's UNIVERGE Sphericall.

NEC Corporation of America announces new functionality for UNIVERGE Sphericall, a software-based IP PBX that runs on industry standard servers and integrates with standards-based third party devices to deliver a full PBX feature set (scales to 30,000 ports across multiple locations). Sphericall Release 6.4 adds support for three applications, including NEC's UC for Business contact center solution and NEC's Business Mobility Wireless LAN and IP DECT handsets and access points, and the HDX video solutions from Polycom.

For contact center environments, NEC's UC for Business adds an integrated contact center solution for real-time, intelligent call routing to up to 512 users/agents. Features include intelligent call management, skills-based routing, agent management, multimedia queuing and Web chat, integration to third party CRM applications and standard or custom reporting. With NEC's Business Mobility, Spherically customers can take advantage of NEC's IP DECT and WiFi handsets, including C124, G355, G955 (pictured) and I177 IP DECT handsets and several in-building Mobility Handsets, including the MH250 IP phone with color display, MH150/MH160 802.11a/b/g and MH110/MH120 and MH140h 802.11b wireless IP phones. Customers can also integrate Polycom's high definition HDX Series room telepresence systems for a lifelike, High Definition HD experience; users can participate in video conferences using the Spherically Desktop client (Polycom HDX 9000 Series pictured).



NEC Corporation of Tokyo Japan acquired Sphere Communications Inc. and its software-based IP PBX technology in 2007. The Spherically software-based communications architecture adapts well with virtualization and the ability to run voice as an application on a data network. A free Software Development Kit (SDK) makes it easy for application developers to integrate new XML- or SOAP-based applications for the IP PBX such as PDA or CRM applications. NEC

also offers the solution as SphereCSE (Communications Service Engine), an IP PBX software development platform that targets Original Equipment Manufacturers (OEMs) and Independent Software Vendors (ISVs) looking to build an IP communications solution. And, via SIP trunking, Service Providers can offer Spherically as a "hybrid" solution that combines a hosted service with a premised-based IP PBX.

Spherically IP PBX is deployed in enterprise, education, government and U.S. Department of Defense organizations in over 15 countries around the world. Sphere's Assured Services for emergency communications application ensures emergency calls are connected immediately by allowing designated individuals to make and receive phone calls at all times. Spherically IP PBX has passed rigorous PBX testing (Joint Interoperability Test Command or JITC) by the U.S. Department of Defense and is considered 99.999% reliable and highly resilient in mission-critical government and military environments.

As a software-based IP PBX which is more IT-centric, Spherically is a good complement to NEC's portfolio of traditional and IP-based telephony systems and unified communications products. www.necam.com

Panasonic Introduces KX-TDE600 for Mid-size to Larger Businesses

Takeaway: Panasonic introduces the KX-TDE600 IP PBX in North America, a new member of the KX-TDE portfolio that targets mid-size to larger organizations with over 1,000 employees. The KX-TDE is a good fit for businesses that are not yet ready to fully transition to IP telephony since this converged system supports both traditional telephony and Voice over IP (VoIP). Based on the company's earlier KX-TDA platform, the KX-TDE uses the same power supplies and most circuit cards, but has a different main processor card pre-installed with IP ports (trunks and stations) and LAN ports that enable the system to be configured for pure IP connectivity if desired. Additionally, KX-TDE customers can add Panasonic's Communications Assistant productivity software which addresses the unified communications experience with support for presence viewing, instant messaging, visual voicemail and more. A new KX-NT400 IP network phone is also available with a 5.7-inch color touch-screen that can display video feeds from up to 20 network cameras. Read more below and visit www.telecomtactics.com for more on Panasonic's telephony platforms and other IP PBXs on the market.

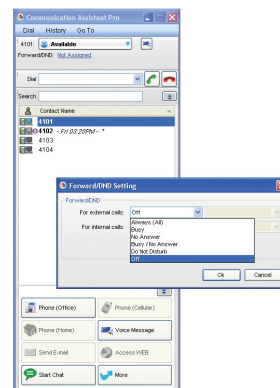
Panasonic System Networks Company of America extends its KX-TDE IP PBX portfolio with the KX-TDE600 IP PBX designed for larger organizations, scaling to over 1,000 employees (992 telephones or 1,152 with Panasonic's Digital Extra Device Port). Based on the company's earlier KX-TDA platform, the KX-TDE uses the same power supplies and most circuit cards, but has a different pre-installed main processor card with IP ports (trunks and stations) and LAN ports that enable the system to be configured for pure IP connectivity if desired.

KX-TDE is now available in three models – the KX-TDE100, the KX-TDE200 and the latest KX-TDE600, each of which supports 128 IP telephones via the main processor card and varying capacities of analog, digital and IP phones and trunks



by installing additional cards. SIP trunking is also available. For multi-site environments, systems can be networked via traditional T1 or PRI (QSIG protocol) or VoIP in which PBXs can be connected across an IP-type private network (with centralized voicemail). KX-TDE600 is comprised of a 10-slot main unit and up to three 11-slot expansion cabinets for scalability up to 640 CO lines and over 1,000 extensions.

Perhaps most significant since it addresses the unified communications experience is Panasonic's Communications Assistant (CA) productivity application suite which enables features over and above the earlier Phone Assistant capability. CA functionality includes point and click call control, enhanced voice messaging, instant messaging and presence capabilities, call logging, integration with Microsoft Outlook, CRM and third party databases and softphone functionality. VoiceMail Assistant allows users to visually see and manage voicemail messages using their desktop PC (requires Panasonic's KX-TVA Voice Messaging server). And, users can view presence, manage lists, and dial, transfer and conference across an enterprise network using the CA client. Panasonic offers several levels of CA software for varying needs, including CA Basic, CA Pro, CA Supervisor, a VoiceMail Assistant module and CA Operator Console. The CA IP Softphone module is available for mobile workers and teleworkers.



Additional functionality includes Panasonic's built-in Enhanced Simplified Voice Messaging (ESVM) capability for basic voicemail. Or, for more advanced messaging capabilities, the system can digitally integrate with Panasonic's KX-



TVA messaging servers or take advantage of the KX-NCV200 two-in-one system that combines an ACD Report Server and the KX-TVA200 Voice Processing System for call center reporting and voice processing in a single system. While Panasonic's KX-TDA, KX-TDE and newest KX-NCP rack-mount systems already include basic call center functionality and hospitality features at no extra cost, the systems can also be fully integrated with some third party applications for additional hospitality and call center functionality, as well as security and home/business automation solutions.

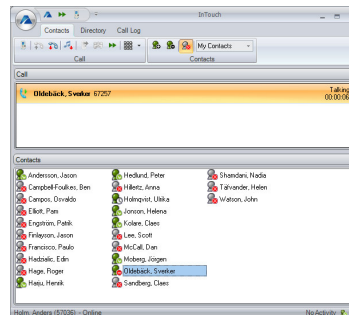
KX-TDE supports a new KX-NT400 IP network phone (pictured) with 5.7-inch color touch-screen, optional Bluetooth compatibility, an SD (storage device) card slot for programming and data backup and Power over Ethernet support; a Camera Screen can display video feeds from up to 20 network cameras. The company's KX-NT300 Series IP phones are also available, as well as IP conferencing phones, DECT multi-cell wireless handsets, KX-DT300 Series digital telephones and Panasonic's KX-HGT100 SIP phone.

www.panasonic.com/bts.

Productivity Applications

Aastra Updates Solidus eCare Contact Center Solution, R7.0 Improves Customer Service

Highlights: **Aastra** launches a new release of Solidus eCare, a contact center solution formerly from the Ericsson Enterprise Communications Business which was acquired by Aastra in 2008. R7.0 improves customer service with some new features, including Agent Dispatch (to select customers from a queue), personal statistics counters (of received, answered, abandoned, rejected, timed-out calls) and call recording from Desktop Manager Soft Phones. The new InTouch client application (screen shot pictured) supports presence (buddy list), chat (between InTouch users and Desktop Manager), a call log with filter, and directory search. For remote sites and remote agents, a SIP Agent feature allows agents with a SIP softphone (e.g. a Desktop Manager Soft Phone) to be registered in any premise-based SIP-enabled Aastra PBX, and though located remotely, the agent can handle customer inquiries from the remote Solidus eCare system.



Solidus eCare supports configurations ranging from basic call centers with five agents to multi-tenant, multimedia contact centers with 1,000 agents per server or up to 10,000 agents using 10 servers within a single site or in multiple locations. A new version called Solidus eCare Lite

(R7.0) is a cost-effective skill-based call center solution for 50 concurrent agents (a license upgrades to the full multimedia contact center). For more on Aastra's Solidus eCare and other contact center products, visit www.telecomtactics.com.

Availability/Compatibility: Solidus eCare 7.0 is available now and compatible with the MX-ONE Telephony Server and MX-ONE Telephony Switch (formerly from Ericsson) and Aastra's Clearspan IP-PBX for large enterprises in North America (based on the BroadSoft hosted platform) and the Aastra 5000 IP software solution for large, multi-site enterprises. Solidus eCare Lite works with Aastra MX-ONE Compact, MX-ONE Telephony Switch and MX-ONE Telephony Server. The SIP Agent feature (R7.0) allows SIP softphone agents to register to any SIP-enabled Aastra PBX. www.aastra.com

BroadSoft and Polycom Partner for Hosted Voice and Video

Highlights: **BroadSoft** and **Polycom** Inc. introduce V2Connect, a voice and video solution for Service Providers to offer as a hosted service. With V2Connect, BroadSoft's BroadWorks hosted PBX solution interoperates with Polycom's network infrastructure and endpoints, including the Polycom RMX 2000 real-time media conference platform (a multipoint bridging solution), Polycom's high definition HDX Series video system (room telepresence systems for a lifelike, High Definition HD experience), the Polycom VVX 1500 business media phone, and Polycom's full suite of SoundStation and SoundPoint IP phones. BroadWorks customers can now choose from a range of Polycom conferencing solutions that best fit their conferencing needs. (Polycom HDX 4000 executive desktop video conferencing is pictured.)



Hosted telephony solutions are gaining popularity among businesses as a way to reduce equipment costs and ensure business continuity. In a 2009 survey of 300 decision makers, T3i Group identifies a larger market for hosted services than was previously projected, not just for the U.S. SMB market targeted by specialist providers, but for enterprises and global companies. The research finds that the security of a fixed-rate, low-cost, quickly deployable hosted solution is compelling to businesses. Visit www.t3igroup.com for more on T3i Group's "Global Market Demand for Hosted IP Telephony and Hosted - SaaS UC Applications Market Outlook" report.

Availability/Compatibility: BroadSoft and Polycom will launch a go-to-market program in second quarter 2010 which will allow Value Added Resellers and System Integrators to host and manage V2Connect for mid-to-large businesses. The Polycom Open Collaboration Network strategy allows Polycom to expand its BroadSoft relationship. In addition to BroadSoft, Polycom partners with a number of service providers, including AT&T, BT and Verizon. www.polycom.com and www.broadsoft.com

CounterPath Launches Bria 3.0 with HD Video and Mac Support, Partners with Digium

Highlights: **CounterPath** recently updated the Bria multimedia softphone and productivity application that enables VoIP and video calls, presence and messaging from a desktop PC or laptop. Addressing the unified communications (UC) experience with new features and functionality, Bria 3.0 adds 5-party high definition (HD) video conferencing (previously Bria did not support HD video (1280X720p), a Presence Alert feature (select a contact or group and be notified when their phone and presence status changes), improvements for users (simpler design, layout options), directory (LDAP/ADSI) integration, contact synchronization with Microsoft Outlook, Bridged Line Appearance support (workgroup members can pick up or join other calls), and additional security features (ICE, STUN, TURN security options). Also, Bria 3.0 is the first version of Bria to support the Mac PC platform. Visit www.telecomtactics.com for more on CounterPath Bria and other UC clients on the market.



In other news, CounterPath and **Digium** are co-branding the Bria client as Bria for Asterisk. Targeting any size business, small to large, Bria for Asterisk is the Bria Professional multimedia softphone used in conjunction with Digium's Asterisk, AsteriskNOW and Asterisk Business Edition telephony platforms. Initially, Bria for Asterisk is a re-branding of CounterPath's Bria Professional 2.5 client; a subsequent release, scheduled for later in 2010, will add tighter integration with Asterisk, including auto provisioning.

Availability/Compatibility: Bria targets SoHo or SMB customers or can be scaled for large enterprise deployments. As a SIP-based softphone application built on open standards. Bria works with SIP-based or SIP-enabled PBX systems. With the launch of Bria 3.0, the earlier Bria 2.5 and Bria Professional clients are collapsed into a single product line. Bria 3.0 lists for \$49.95 for a single user, with discounts available for multiple users (e.g. 100-199 users is \$38.20). www.counterpath.com and www.digium.com

For questions about TelecomTactics, feedback or product information, contact sgustavsen@t3igroup.com

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