snom 720 IP phone

Pure functionality

- **18 LED function keys**
- **LED call display**
- **12 identities**
- **WLAN ready**
- **Wideband audio**
- **HTTP, HTTPS server**
- **VLAN**

and much more

The **snom 720** with its 4-line black and white display has been created for business scenarios in which groups of contacts can be easily overseen and contacted.

With 18 freely configurable function keys and 4 variable keys, the **snom 720** is ideal for monitoring and contacting large groups at the touch of a button whenever needed. All of the programmable keys have bicolor LED indicators so that the status of each extension can be seen at a glance. Key configuration is simple and is comfortably managed via the phone's web interface.

A significant benefit for administrators is the fact that the phone's configuration and all other updates can be can be installed and remotely maintained via auto-provisioning or TR-069.

With this feature, updating the individual extensions will no longer require a long time since such process will be carried out automatically on all devices!

As with all other snom models, the **snom 720** can be powered via PoE (Power over Ethernet) or by a standard power supply cable.
Thanks to a Gigabit Ethernet Switch, data can be transferred at a speed of 1000Mbit/s without slowing down the network or the PC.

The phone can also be connected to WLAN via the USB port. Similar to the snom 8xx series, the robust and durable adjustable dual-angle foot stand makes it possible to position the telephone either semi-vertically (55°) or horizontally (33°) or can be easily wall-mounted.

The audio quality of the **snom 720** meets the highest possible standards in wideband audio and includes the G.722 conversational pause recognition codec. The specially designed grips which hold and release the receiver compliment overall user-friendliness by eliminating the noise normally associated with lifting and replacing the receiver.
The snom 720, like all snom phones, is equipped with TLS and SRTP voice traffic encoding combined with customizable user passwords and the personal authentication systems to ensure the highest possible levels of business communications security.

The **snom 720** is the ideal IP phone for anyone requiring a functional device without frills but which can still guarantee the highest standards of quality and performance.

Technical Data snom 720

GENERAL INFORMATION

- **Weight:** approx. 900g (670g without foot stand)
- **Certifications:** FCC Class B, CE Mark
- **Safety:** IEC 60950-1:2007
- **Power consumption:** 2,8–4,3 Watts
- **Power over Ethernet/PoE:**
  IEEE 802.3af, Class 2
- **Power:** 5 V DC (not included)
- **Power consumption:** 4–7 Watts
- **Ethernet:** 2 x IEEE 802.3/1 Gigabit switch
- **1 x LAN, 1 x PC:** RJ 45
- **Handset:** RJ-4P4C connector
- **Headset:** RJ-4P4C connector or via USB
- **USB:** Type A
- **Color:** anthracite

USER INTERFACE

- Graphical four-line display
- 28x48 pixels
- 18 freely programmable keys 4 variable function keys
- Comfortable and intuitive menu structure
- Call indication with LED
- Caller identification
- LED indication for missed and received calls and messages
- Address book with 1000 contact entries
- Speed dialing
- Lists of missed, received and dialed calls (100 entries each)
- Call waiting indication
- Clock with automatic daylight-saving time
- Call blocking (deny list)
- Blocking of anonymous calls
- Handling of up to 12 calls simultaneously
- Auto answer
- URL dialing
- Selection of ring tones, VIP ring tones, integration of customized ring tones
- National Language Support

- DND mode (do not disturb)
- Hands-free talking
- Keyboard lock

ADDITIONAL FUNCTIONS

- Easy WLAN binding via USB stick
- Hold
- Blind and attended transfer
- Call forwarding
- 3-way conference on the phone
- Call park, pickup
- Call completion (Busy/Unreachable)
- Client Matter Code (CMC)
- Automatic Redial
- Group call announcements
- Multiple audio device support
- Unified Communications ready

HTTP-SERVER

- Built in HTTP, HTTPS server
- Remote configuration/provisioning
- Dialing via Web browser
- Password protection
- Diagnostics (traces, logging, syslog)

SECURITY, QUALITY OF SERVICE

- HTTPS-Server/-Client
- Transport Layer Security (TLS)
- SRTP (RFC3711), SIPS, RTCP
- VLAN (IEEE 802.1X)
- LLDP-MED

CODECS, AUDIO

- Wideband Audio
- G.711 A-law, μ-law
- G.722, G.723.1, G.726, G.729AB
- GSM 6.10 (full rate)
- Comfort Noise Generator (CNG)
- Voice Activity Detection (VAD)

SIP

- RFC3261 compliant
- UDP, TCP and TLS
- Digest authentication
- PRACK (RFC3262)
- Error code indication
- Reliability of provisional responses (RFC3262)
- Early media support
- DNS SRV (RFC3263), redundant server support
- Offer/Answer (RFC3264)
- Message Waiting Indication (RFC3842), Subscription for MWI events (RFC3265)
- Dialog-state monitoring (RFC 4235)
- DTMF
- STUN client (NAT traversal)
- NAPTR (RFC 2915), rport (RFC 3581), REFER (RFC 3515))
- Bridged line appearance (BLA)
- Auto provisioning with PnP
- Presence/Buddy-list feature
- Busy lamp field support (BLF)
- Presence publishing

INSTALLATION

- Automatic software updates
- Automatic loading of settings via HTTP/ HTTPS/TFTP
- Completely configurable through Web interface
- Static IP, DHCP support
- NTP