

# **WirelessIP Phone Presentation Hitachi-Cable IP3000/IP5000 Phones**

**July 24th  
Hitachi Cable, Ltd.**



**Cable**

# Full Featured Wireless IP Phone



- **Wireless IP3000/IP5000**
  - Standards based
  - Cellular phone look & feel
  - Engineered for high quality voice Tx/Rx
  - Great features
    - Corporate directories are PC-USB transferable
    - Signal strength, PING, AP locator
    - (Messaging, Presence)
  - Support Hot-Spots
  - Group configurable

# Widely Deployed, Award Winning Phones

- Installed in over 40 countries worldwide since 2003
- Hitachi Cable Reliability and Quality
- 2004 N+I Product of the Year award - Tokyo
- 2004 Internet Telephony Product of the Year
  
- Avaya DevConnect Certified



## Customers Will Like...

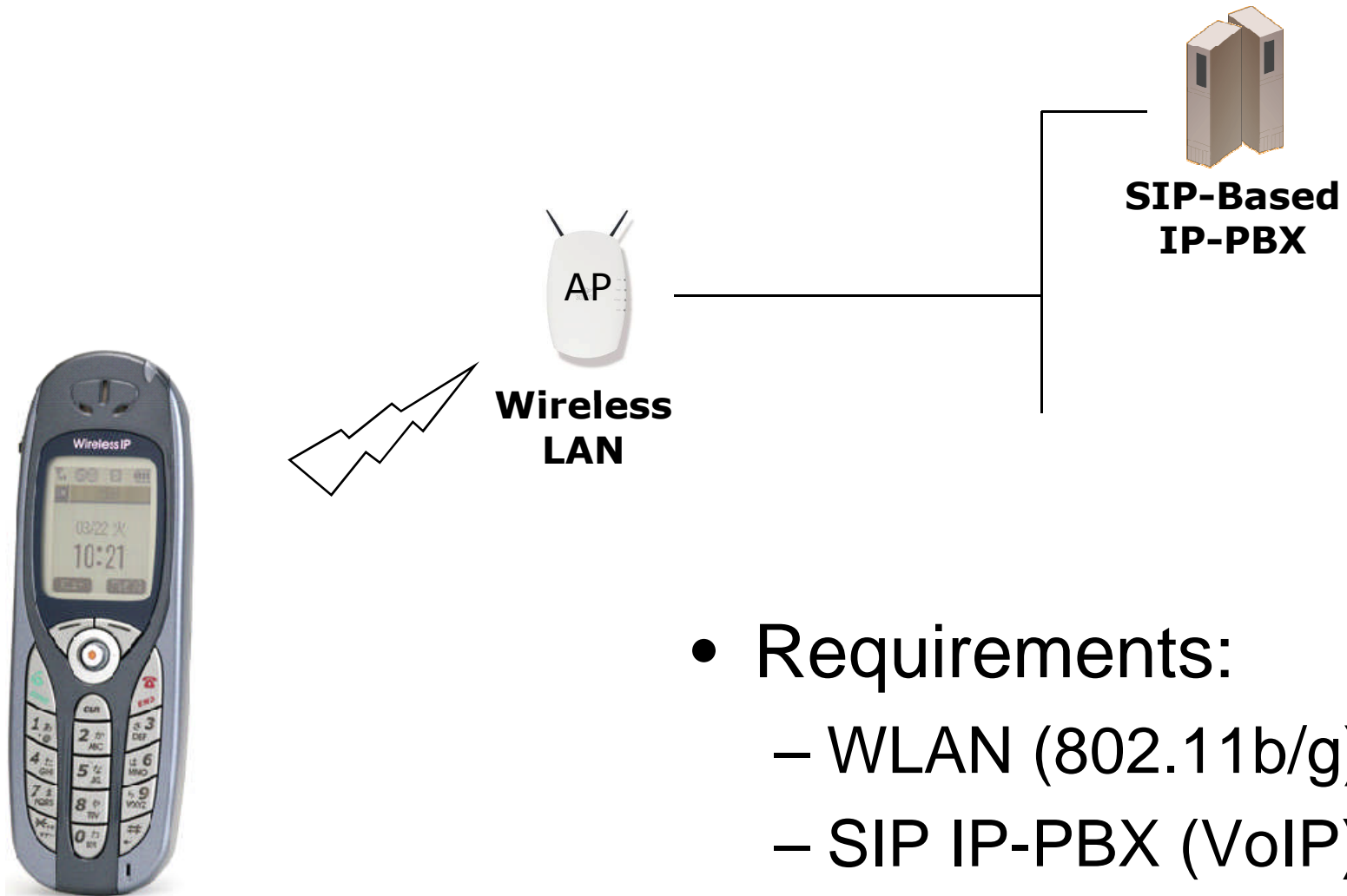
### • User Perspective

- Walk around with it (roam)
- No new phone to learn
- Small & lightweight
- Programmable phone book
- Good battery life
- Great voice quality
- Single voicemail system

### • Company Perspective

- Wireless office phone
  - Single phone number to reach employees
  - Reduces dependence & expense of separate employee cellular phones
  - Improves critical communications
- Cost effective addition to network
- Standards based
  - No proprietary lock-in

# Network Requirements

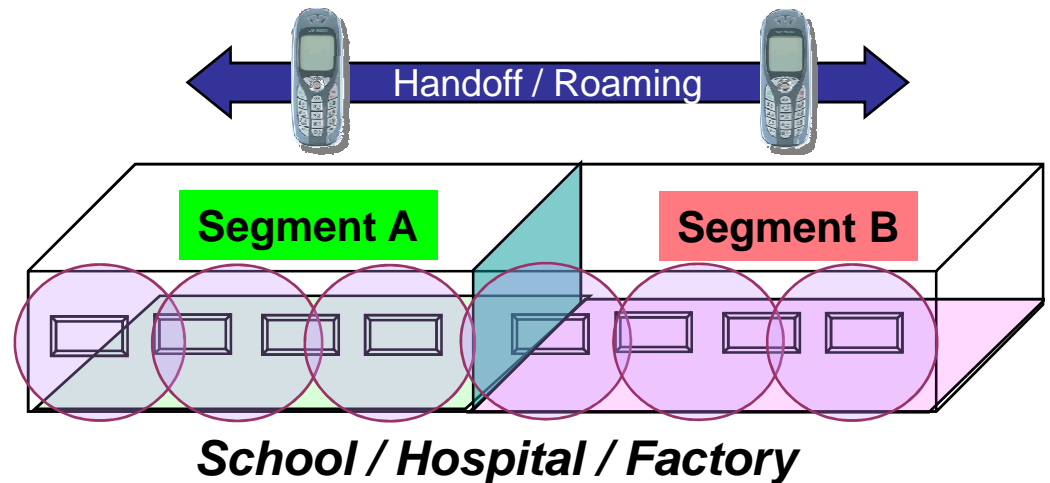
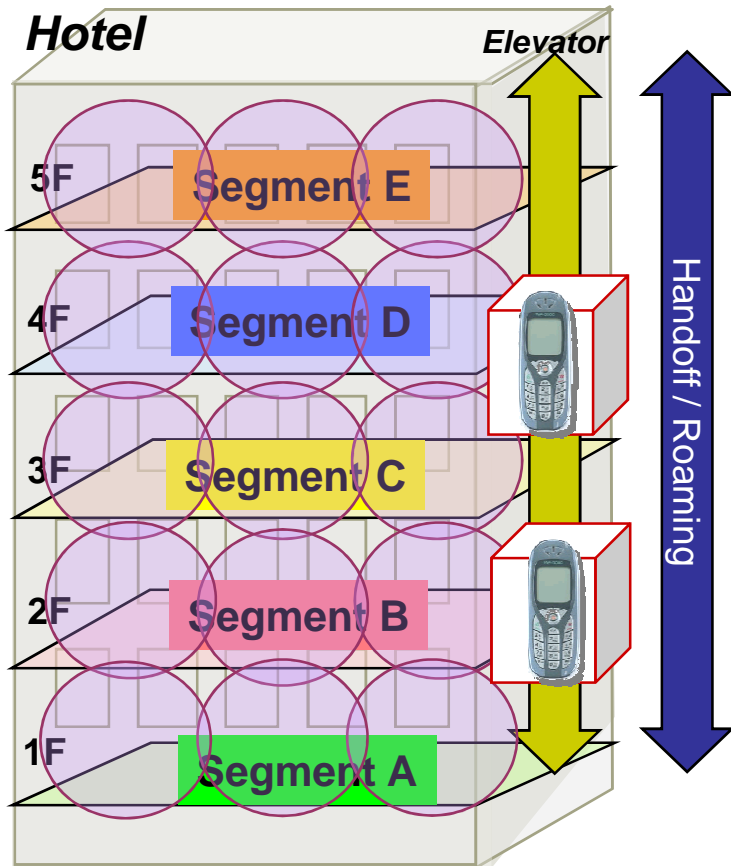


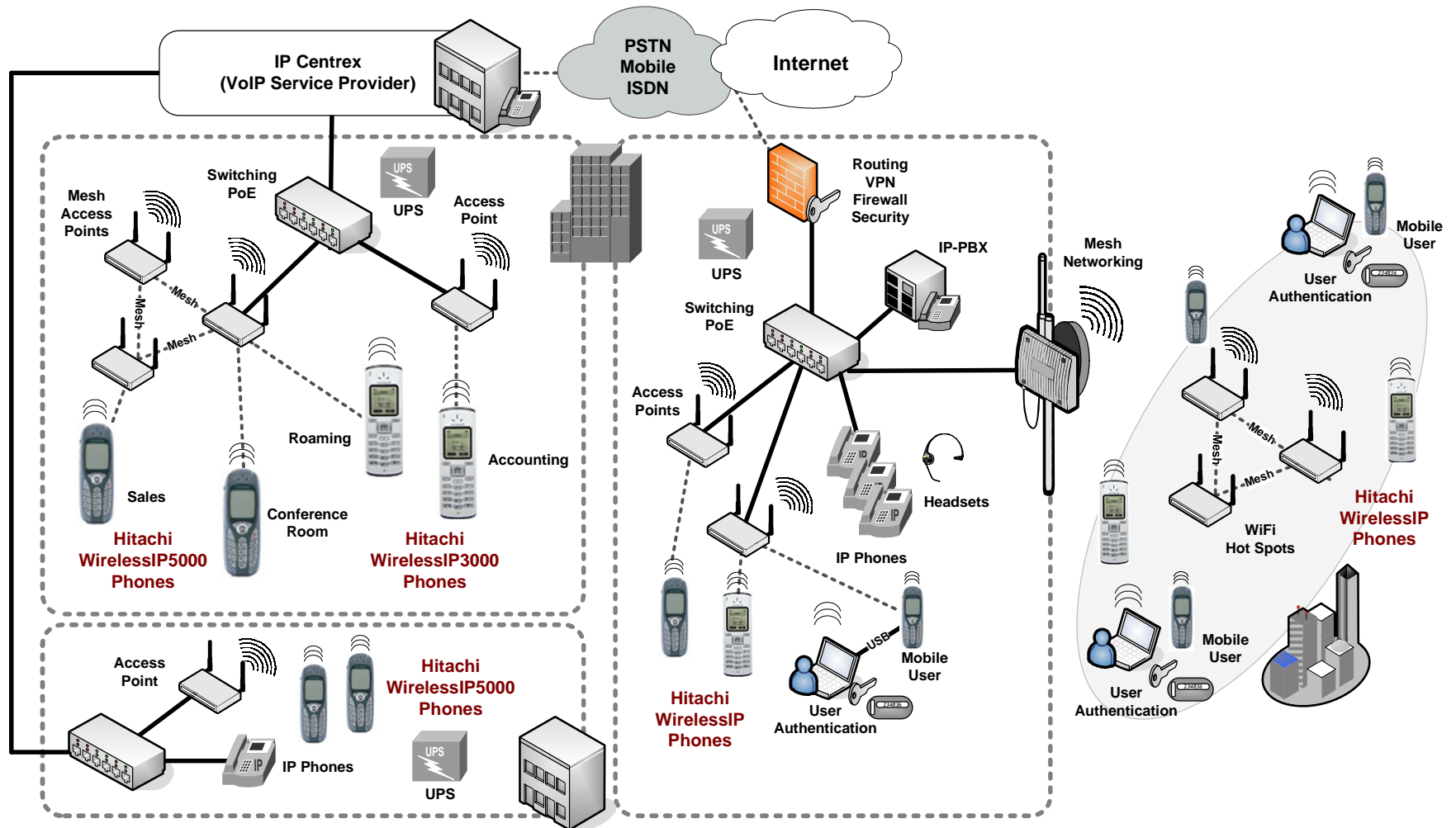
- Requirements:
  - WLAN (802.11b/g)
  - SIP IP-PBX (VoIP)

- **Customer has SIP IP-PBX and WLAN**
  - Golden!
  - IP3000/IP5000 phones add significant features to the installed network base
- **Customer has only a WLAN**
  - **UPSELL** opportunity for SIP IP-PBX
  - “Use your wireless LAN for secure voice calls”
- **Customer has a SIP IP-PBX**
  - **UPSELL** opportunity for wireless network
  - “Ready for roaming wireless voice calls & data access”

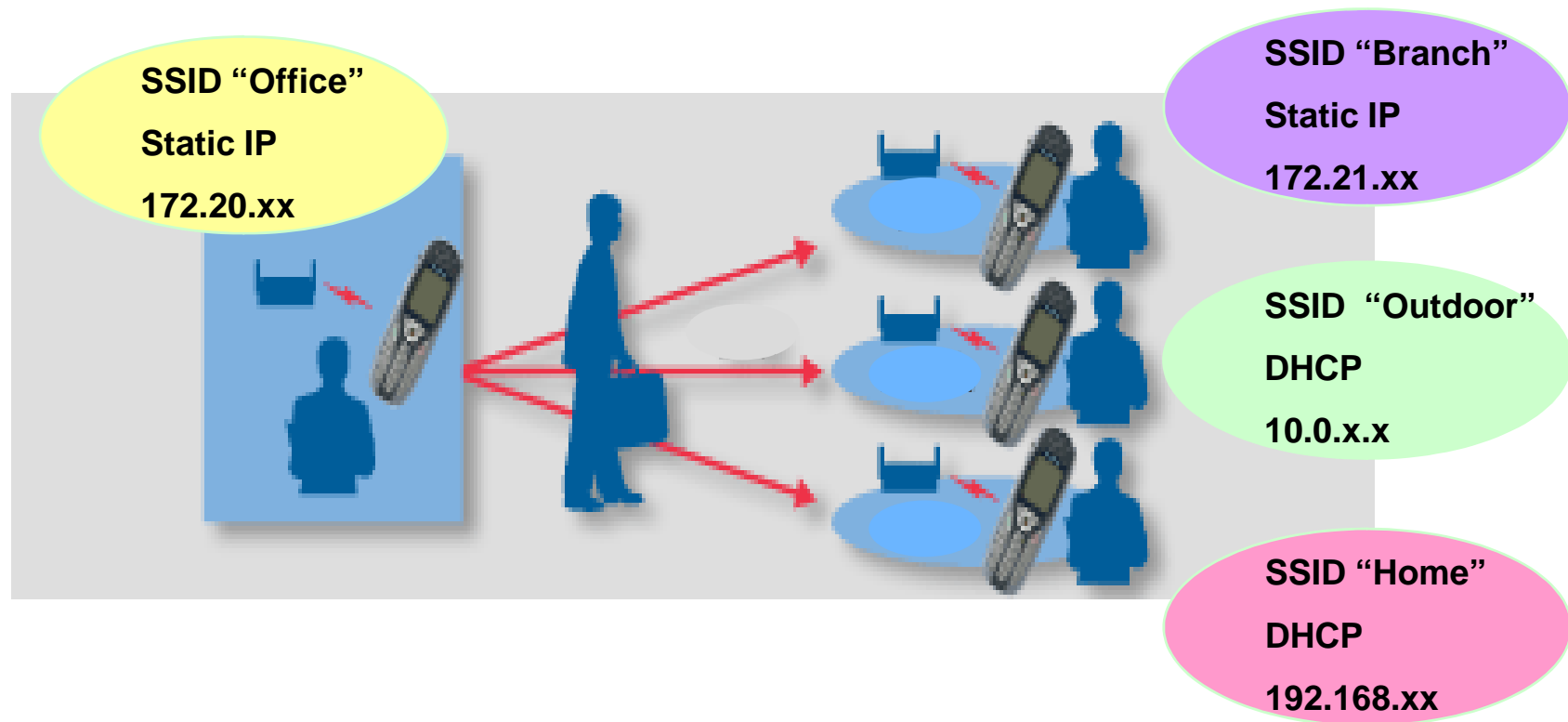
# Large or Small Installations

- Hitachi Cable IP3000 & IP5000 phones work for all size deployments



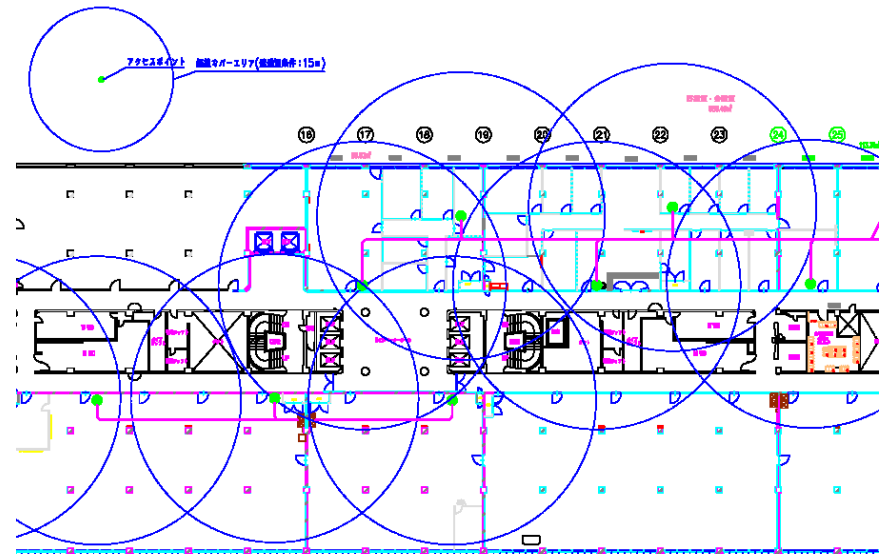


# Dynamic Network Binding

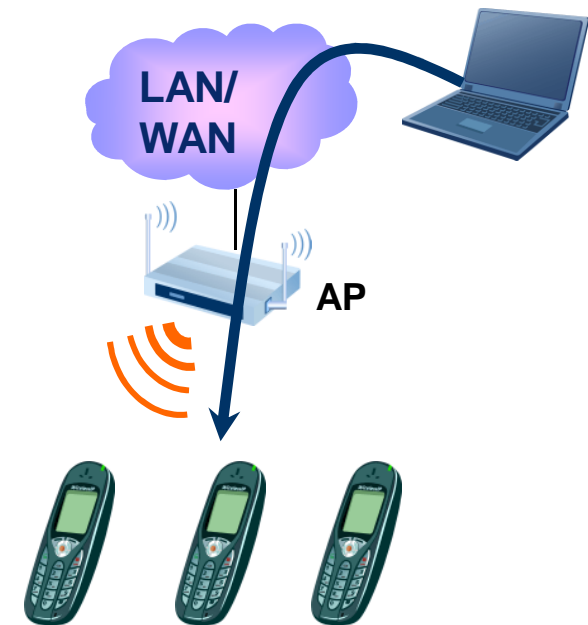


- True "roaming" phone capabilities
- Keeps troubleshooting to a minimum

- **Wireless voice needs good AP coverage**
  - Different considerations than wireless data
  - Calls will drop if no wireless coverage
  - Provide coverage where people will walk: stairways, access halls, etc.
  - Appropriate gain
  - No adjacent channels



- Easy, Flexible Configurations
  - Support of multiple wireless networks in each phone
  - Ability to configure a group of phones & use a standard TFTP server to download configs
  - Security & encryption schemes supported
    - 802.1X, WEP, WPA-EAP, WPA2-PSK, and WPA2(AES) top secret; EAP includes EAP-MD5, EAP-TLS, EAP-TTLS and EAP-PEAP
    - Up to 5 SSIDs in each phone
  - Signal strength indicator & PING test
  - Intuitive user interface
  - Hitachi Cable Reliability





*"Hitachi Cable's Vo-Fi handset doesn't require back-end gateways or telephony servers but instead offers direct, standards-based integration into SIP-based IP PBXs."*

*Source: NWC article "Bridge on the River Wi" February 2007*

- Reliable, full featured, standards based wireless phone at a very competitive price

# Justifying Vo WLAN



## Employee Productivity

**“UnLeashed” employee through wireless roaming**  
**Single corporate phone number, fewer call attempts**  
**Single mailbox, no duplicate messages**  
**Calls Connect anywhere on-site**



## Customer Satisfaction

**Single number to reach employee**  
**Increased speed of response**  
**Reduced number of calls to reach employee**  
**Eliminates noise & distraction of a paging environment**



## OPEX Reductions

**Mobile calls leverage corporate network**  
**Off loads dependence - and expenses - of cellular phones**  
**Better visibility & control of call expenses**  
**Device consolidation**

- **Enterprise - workplace mobility**
  - Eliminates telephone wiring headaches
  - Adds wireless phones to IP telephony systems while retaining full functionality
  - Supports integrated phone corporate directories, voicemail, etc.
  - SIP functionality supports easy integration with the latest in SIP-based applications.
- **The “Un-Leashed” Worker –**
  - Provides an ideal communication solution for workers not constantly at their desks
  - Leverages corporate communication network
  - Secure corporate phone system for clients to reach employees, even off-site
  - Single phone number to reach employees

- **Education – colleges, and universities**
  - Addresses shrinking usage of landline phones in the residence halls
  - Student acceptable phones that support both campus and hot-spot calls
- **Education – grade schools**
  - Improved teacher to office communications without antiquated paging systems
  - Cost effective phones are well within most budgets
  - Support critical communications from teachers and staff the event of emergencies, on the playground or within the classroom
- **Healthcare – Hospitals, Nursing Homes, & Assisted Living Facilities**
  - High security for wireless voice communications to meet regulatory compliance
  - Direct communications with mobile clinicians, doctors, nurses, and maintenance staff
  - Reduced paging requirements – more restful environment
  - Allows patients to change environments and still receive calls
- **Automobile Dealerships –**
  - Immediate “reachability” with sales staff for customer sales calls
  - Eliminates dependence on paging systems
  - Reduces environment noise pollution considerations in urban environments

# IP3000/IP5000 Product Interoperability

## Wireless LAN compatibility

Compatible with all leading enterprise 802.11b/g APs  
(Meru, Aruba, AireSpace, Colubris, Symbol, 3COM)

## IP PBX interoperability

Hitachi Cable phones are interoperable with Avaya,  
Fujitsu, NEC, Nortel, Toshiba and other SIP IP-PBXs

## SIP Server Compatibility

Widest range of SIP Server compatibility  
(Including Broadsoft, Persona, Tekelec, Sylanro, Hitachi,  
Simplified SIP, Avaya)

## Hand Set Portfolio

IP3000/IP5000 Wireless Phones  
Enterprise type application = primary focus

## Service and support

Support via Experienced key partner



# Current Handset Portfolio

## IP3000



### WirelessIP3000

Consumer Use  
via Carrier /MSO

Superior Voice Quality

Very Cost Effective  
Fewer Accessories

## IP5000



### WirelessIP5000

Enterprise Class Markets

Superior Voice Quality

Rugged, Sleek Handset Body

# IP5000 Phone & Options



- IP5000 Includes:
  - IP5000 Phone
  - Desk Charger
  - AC adapter
  - Battery



USB Cable Adaptor

- Additional Options:
  - Spare AC adapter
  - Spare battery
  - USB cable (USB manager is included)
  - Spare Desktop charger

**Slide 18**

---

**JTW1**

Jim Walsh, 7/23/2007

- **Technical Specifications**

- Wireless
  - IEEE802.11b (11Mbps wireless LAN), IEEE802.11g (54Mbps wireless LAN)
- Security
  - Multiple SSIDs
  - WEP/WEP2, WPA, WPA-2, (AES)
    - WEP/WEP2 key 64/128 bits, WPA-PSK(TKIP), WPA-EAP, WPA-2 EAP, WPA2-PSK
  - 802.1X Authentication
    - 802.1x (MD5, EAP-TLS, EAP-TTLS, EAP-PEAP),
  - Web Certificates
- Priority
  - DiffServ DSCP, wireless WMM(QoS)

- **User Features**

- 300+ Name/Number Directory
  - Backup & restore via PC USB connection
- Communications log
  - Outgoing and incoming call log hold 20 calls each
- Call time display
- Incoming call internal extension number display
- Mute
- Lithium polymer battery
  - 55 hours standby time, 3 hours+ talk time

# WirelessIP3000/IP5000 Benefit Summary



- **Crystal Clear Voice Communications** –
  - superior voice algorithms for crystal clear voice communications over IEEE 802.11b/g wireless IP networks
- **“Reachability”** –
  - Improve business communications by reaching your employees wherever they may be in or around your facility
  - Single phone supports all calls - at your desk or around your building
- **Configuration Ease** –
  - Centralized TFTP downloads can be defined for an individual phone, a particular group of phones, or for the entire phone base
  - Speedy phone configuration and troubleshooting
- **Multiple Wireless Environments** –
  - Office and hot-spots wireless areas supported on each phone
  - Supports true roaming - even in mixed wireless equipment environments
- **Interoperability** –
  - Costs are kept down when adding Hitachi Cable phones since additional back-end gateways or telephony servers are not required
  - Standards based certified interoperability for many leading SIP platforms
- **Intuitive Interface** –
  - In-phone menus, a 300 entry phone book with PC USB backup support, a large LCD screen, and cell phone like navigation, provides for ease of use
  - All the conveniences of a digital phone
- **Reliability** –
  - Proven reliability, flexibility and performance of Hitachi Cable Engineering
  - Dependable communications save organizations time & money
- **Secure Wireless Voice** –
  - Wide range of security standards & protocol support

# Thank You!

**Pete Hagiwara**

Sales Support

1.408.260.2630 x107

[thagiwara@hitachi-cable.com](mailto:thagiwara@hitachi-cable.com)

**Tactical Team**

Jim Walsh

1.678.576.4707

[jtwalsh@tacticalteam.net](mailto:jtwalsh@tacticalteam.net)

Tech Support Post Sales

1.619.302.4142

[support@tacticalteam.net](mailto:support@tacticalteam.net)