snom VoIP phone 360

Time for Serious Business

- **Usability**
- **Security**
- **Interoperability**

Voice over the Internet Protocol (VoIP) has finally made it. Today we have solutions that fulfill the requirements of modern businesses and offer new services known from traditional telephony solutions.

Declaration of Independence

Choosing the Session Initial Protocol (SIP) is your personal declaration of independence. SIP is like HTTP — a simple, pragmatic protocol for establishing sessions specified by the Internet Engineering Task Force (IETF). SIP has been chosen by most vendors as the communication protocol of the future. SIP components can be combined into a complete system without making you dependent on a single vendor.

This declaration of independence should not be underestimated. It already changed the mainframe world into the IT landscape as we know it today — telephony is next on the list. Don't miss out on it by building on a dinosaur business model.

Making Your Work Easier

Labor cost is the most expensive production factor in many companies. In these environments, simple and fast access to the most common functions increases the productivity and gives your investment in telephony infrastructure a positive ROI.

The snom 360 was designed for maximum productivity in the business environment. Functions for audio and call control are directly accessible though dedicated keys. Context-sensitive menus offer you the additional functionality that you need just at that moment. The backlight graphical display can be tilted for

www.snom.com

optimum reading angle.

If you need to access the more complex functions of the phone, you can use the web browser to access the snom 360. It gives you detailed information about the calls on this phone, the configuration, and helps you to understand what went wrong if something unexpected has happened. If you have Macromedia™ Flash™ installed on your browser, the phone will dynamically change the content. Next time you receive a call you will be able to see the image that comes as caller ID.

Customized ring tones can be downloaded on the fly from web servers to give you that special buh-huh ring tone that you like so much. Incoming calls can be marked with special ring tones to indicate the destination of the call.

The new snom handset guarantees optimal audio performance, its well-balanced weight leaves a good-old-telephony impression and its organic shape makes it a pleasure to take phone calls. The optional snom 360 headset allows you to work with both hands free for long telephone calls and delivers excellent voice quality. The digital signal processor-powered hands free mode makes the snom 360 a conference phone and redefines mobility as long as you stay in your room!

Twelve programmable keys can be used to customize the functionality specific to your needs. The LED behind the function can show you if your colleagues are on the line — or any other person on the Internet who allows you to access their presence status. Needless to say that this is done using SIP, making your investment a safe investment.

Speaking of presence, the snom 360 naturally integrates with the presence functionalities offered in SIP. Your buddies can put you on their list and see when you are ready for a voice conversation.

Making Your System Administrator's Life Easier!

A VoIP phone is just another computer in the network. Your system administrator will be happy to hear that the snom 360 supports all relevant network protocols like DHCP, DNS, or VLAN.

In addition, snom provides a plug and play protocol that makes it possible to keep all configuration data in a central place and install the phones without a single key press. Even if you don't use this feature, the installation wizard of the phone will automatically ask for the most essential information that is necessary to set up the phone.

Needless to say, snom's proven inter operability and stability will make sure that your network administrator can sleep easy at night. If necessary, the phone automatically sends reports to logging servers that keep track of what's going on in the network. And if you give your system administrator access to your phone, he or she can check your phone from any location in the Internet. Features like DNS cache indication or PCAP tracing on the phone is sure to make your system administrator's day!

The power over Ethernet feature makes it possible to provide backup power for the phones even in situations when the rest of the room does not have power. This is great for the user of the phone, as it reduces the amount of cable behind the desk.

And if your phones operate behind firewalls, your system administrator will be more than happy to hear that the snom 360 supports

What you should keep in mind:

- Interoperable solutions make you independent from a specific vendor. Proprietary solutions limit your choice and lock you up with a specific vendor.

- Reasonable solutions give you everything that you need to get the job done. Check if you need expensive blows & whistles and select the

features that really increase your productivity.

- Technology leadership makes sure that you invest in products that are here to stay. Check independent sources for product quality of snom products.

the latest standards for NAT traversal and local media path optimization. You will be surprised how robustly and well your snom 360 works even in difficult network environments.

Security and Privacy

Hacking telephony equipment is at least as critical as hacking your file server. Firewalls are built to protect your network from attacks. But that's not all.

You also want your conversations to stay private. Telephony implies that only the connected parties can listen to the conversation. You want to be able to control who else is able to tap the wire. In SIP, the well-known mechanisms from http have been adopted to make the message interchange safe. Secure RTP uses 128-bit keys and proven cryptographic algorithms to make your voice stream secure.

The snom 360 includes both sips and SRTP to make your conversations as secure as possible while staying interoperable with the standards. You can be sure that your phone calls stay private — even with devices from other vendors that support the necessary standards. If you desire, you can use certificates on the phone to ensure

that no one else is stealing your identity. 1024-bit asymmetrical keys protect your security and give hackers a very hard time indeed.

And, needless to say, the access to the web browser can also be done using secure http.

Put It All Together

To make phone calls, you need more than just the phone. Your network must be able to transport the voice and offer additional services like voice mail. snom offers additional components that make the setup of your network very simple. Check out our web site for more information.

Modern Internet Service Providers offer you services that require only the phones in your office (apart from the usual network infrastructure). This way, you can minimize the number of components that you need to have in your office. PSTN termination is provided by your operator for amazingly attractive rates. Consult us for a simple and effective solution.

And, by the way, this way you can set up a distributed office in a very simple way. The Internet is your office!

Contact: **ABP Technology**
T: 972-831-1600 F: 972-831-1416
mailto: sales@abptech.com
http://www.abptech.com

snom
VoIP phones

www.snom.com

Technical Data

- Dimensions: ca. 25x 20 x 13.5 cm
- Weight: ca. 805 g
- Certifications: FCC Class B, CE Mark Commercial

Connectors:

- Network: RJ45 (Ethernet)
- PC: RJ45 (Ethernet)
- Power: 5 V DC (stabilized)
- 2 port switch included (802.3 10/100 BT half duplex/full duplex with autosense)
- Power over LAN (IEEE 802.3af) on network port
- Handset: RJ14 Standard Handset Connector
- Headset: Standard Computer Headset and RJ-Connector Headset
- Extension Board: Proprietary snom connector

User Interface

- Display: Graphical 128 x 64 pixels
- 47 keys, 13 LEDs
- Last calls (100 entries)
- Address book (100 entries)
- Address book Import/Export
- Number guessing, speed dialing,
- Missed calls, dialed calls
- Call waiting indication
- Clock, daylight saving, call-timer
- Call blocking (Deny List)
- Programmable function keys
- Menu-driven user interface
- Selectable ringing melodies
- National language support for selected language (NLS)
- Asian language support (ALS)
- Downloadable ringing melody
- URL Dialing support
- Do not disturb
- Speakerphone (Full Duplex)
- Auto answer mode
- UTF8-encoded Caller-ID (ALS)
- Multi-Line registration

Call Features

- Hold
- Blind transfer, Attended transfer
- Music on hold support
- Divert
- Call intrusion
- Conferencing (3-way conference bridge on phone)
- Call park, Call pick-up
- Call completion
- CMC (Client Matter Code)

Web Server

- Embedded web server
- Easy configuration of the phone, remote configuration
- Dial from web interface
- Password protection
- Diagnostics (tracing, logging)

Security

- https (server/client)
- sips
- SRTP
- Certificates can be loaded into device

Codecs

- G.711 aLaw, uLaw
- G.729A, G.723.1, GSM 6.10 (Full rate)
- G.722 (16 kHz)

SIP

- RFC3261 compliant
- UDP, TCP, TLS support
- Digest authentication
- Loose routing and strict routing support
- Error-information support
- Reliability of provisional responses (RFC3262)
- DNS SRV (RFC3263), redundant server support
- Offer/answer (RFC3264)
- Message waiting indication reception (RFC3842), subscription for MWI events (RFC3265)
- Dialog-State
- In-band DTMF/Out-of-band DTMF (RFC2833)
- STUN client (NAT traversal)
- ENUM (RFC3261)
- NAPTR (RFC2915)
- rport (RFC3581)
- REFER (RFC3515)
- Many other SIP features

Installation

- Static IP provisioning, DHCP
- http client for configuration
- Automatic software update
- Completely automatic installation from web