

SpliceCom
Press Release from SpliceCom

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Thumbnail images for reference only. High res images attached

SpliceCom First To Support Apple's iPhone

11 February 2008 – Chorleywood, UK; SpliceCom, the IP convergence company whose award winning **maximiser** platform combines voice, video, IP TV and web enabled IT applications at the desktop today announced that it had extended its market leading support for Apple's OS X operating system through the availability of a Web Phone client application for Apple's iPhone.

SpliceCom's Total Control User Portal is a "Phone Partner" application for **maximiser**, and is accessed via the iPhone's Safari web browser. Marrying the totally revolutionary user experience delivered by the iPhone, with the ultimate in flexible business communications provided by **maximiser**, this hosted, pay-as-you-go, web based application provides;

- Call Control
- **maximiser** Directory Integration (Users, Departments & Contacts)
- Favourites (multi-functional Speed Dials/Busy Lamp Field/Direct Station Select/Line Appearance/Call Pickup keys)
- Messages
- Personal Call Log (including Call Recordings)
- Settings (Call Forwarding, Dual, Ringing, Out of Office, Do Not Disturb, etc.)

By accessing SpliceCom's Total Control User Portal via their iPhone, mobile employees can enjoy access to the same business benefits and advanced telephony applications as office based employees - with the added benefit of doing so through the iPhones remarkable touch screen interface. SpliceCom's ability to support the iPhone, as an integrated extension on their **maximiser** business communication system, is yet another example of the company's delivery of true geographical independent working through Extension Anywhere.

This is not SpliceCom's first Apple venture. By treating Windows, Mac OS X and Linux operating systems as true equals, the IP convergence vendor has built up a strong following with those companies utilising Apple Macs within their business – be it a total "Mac" house or those deploying just a few in an otherwise Windows environment.

"Since introducing our PCS 50 Phone Partner & IP Softphone for Mac OS X in early 2004, SpliceCom has led the way when it comes to delivering Unified Communications to businesses utilising Apple Macs," says Robin Hayman, SpliceCom's Director of Marketing & Product Management. "Since that time we've added Extension Anywhere for the mobile Mac workforce, dialing from Address Book, Unified Messaging for Apple Mail, AppleScript support offering integration into popular 3rd party

applications for the Mac - including Filemaker Pro – a native OS X Operators Console and SpliceQueue, a real time queue management “dashboard.” In addition **maximiser** can be totally configured & managed via Safari, as can SpliceLog Pro, the Call Management system for **maximiser**, featuring integrated Call Recording.”

SpliceCom’s support for the Apple Mac environment has even spread beyond the desktop. The voice processing system for **maximiser** is supplied as an integral application and encompasses; Voicemail, Unified Messaging, Auto Attendant, IVR, Call Recording, Meet-me-Conferencing, In-Queue Announcements & Music-on-Hold. This application can also run on Mac OS X platforms to provide increased capacity and/or distribution of tasks. Finally, SpliceCom’s recently launched **maximiser XS** extends the overall system capacity to 100,000 extensions, by running the Call Server application on Apple’s Xserve Unix platform.

“The introduction of Apple’s iPhone was one of the most significant product releases of 2007, the other being Microsoft’s Office Communication Server (OCS) 2007. SpliceCom’s reseller partners have access to products and applications that allow them to fully integrate both with **maximiser**, providing true value added, business benefits for their customers’ – TODAY!” concludes Hayman.

About SpliceCom

SpliceCom’s **maximiser** “Pure IP” product family combines voice, video, IP TV and web enabled IT applications within a single system, providing tangible business benefits for all types of companies, irrespective of their size. Having commenced shipments in early 2003, **maximiser** was voted the “Most Innovative Product” at one of the UK ’s premier communications trade events, Comms Channel Expo 2004, whilst SpliceCom’s PCS 50 for Mac OS X IP Softphone/Phone Partner application picked up the award in 2005. Leading market analysts MZA attributed SpliceCom with a 16% share of the UK IP PBX market during Q.2 2007.

Text supplied as Word Document attached.

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