



## Press Release from SpliceCom

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Pictures - High Resolution images available on request from [Contract Marketing](#)

### SpliceCom Extend maximiser's Desktop Appeal

18th January 2005 - Chorleywood, UK: SpliceCom, a company specialising in communication systems which combine voice, video and web enabled IT applications at the desktop, has announced the immediate availability of three new desktop telephones for their **maximiser** Business Telephone System. The PCS 100, PCS 10 and PCS 5 address the everyday telephony needs of those wishing to deploy system phones in IP and/or traditional voice environments.

**PCS 100** is an IP System Phone, which has been specifically designed to combine the many benefits of IP telephony with the ease of use associated with traditional Key Systems. Built around a large Context Sensitive Display and eight Keys, the PCS 100 delivers Busy Lamp Field, Direct Station Select and Line Appearance functionality. However, being IP based there is no limit placed on the number of entries that can be viewed. In addition, there are eight dedicated system keys for access to system directories, message box, last number re-dials, etc. Traditionalists will also be happy to learn that that a dedicated Recall key is also provided - just to prove that not all IP Phones are equal!

**PCS 10** is a traditional, mid-range, business phone, pre-programmed to provide single key access to 10 of **maximiser's** most frequently used features and offers a large Caller Display, hands-free operation and integrated voicemail management.

**PCS 5** is an entry-level business phone delivering easy access to **maximiser** features and voicemail.

For those who prefer to control telephony tasks through their desktop or laptop PC, all three phones can be used in conjunction with SpliceCom's PCS 50 Phone Partner application, which runs under Windows, Mac OS X or Linux operating systems. This application also delivers seamless convergence, with Internet, Intranet and web-enabled applications.

"With no legacy PBX in our portfolio we've not been constrained in the design and delivery of our PCS 100 IP System phone," says Robin Hayman, SpliceCom's Director of Product Management. "Most IP Phones have either been direct copies of digital handsets with the addition of an Ethernet connection, or slavishly followed the "IP for IP's sake" design mantra with no concept of what a business user actually wants from their desktop phone. This has led to everyday features like hold/recall, call park and overlap dialling being neglected. Our approach has allowed us to take all the things that customers love about traditional Key Sets, and then greatly extend the functionality and flexibility that can be delivered to business users by harnessing IP technology," continues Hayman.

By the same token, SpliceCom recognise that not all areas, within a business, need access to the enhanced and extended features and functions that the PCS 100 - and the flagship PCS 400 - delivers. All that's needed in many cases is to take, make and occasionally park and transfer calls. "Equal support for IP and traditional handsets is just one of **maximiser's** many strengths," states Hayman. "Support for cost-effective analogue handsets - albeit across an IP infrastructure - has been overlooked by other IP-PBX manufacturers. There is a huge installed base of these telephones, which will have a significant

role to play in business for many years to come - certainly until entry-level IP Phones reach the same price point. As such, the PCS 10 and PCS 5 business phones are a significant and logical extension of the SpliceCom PCS portfolio, delivering the right features for the right price - totally independent of infrastructure or underlying technology," concludes Hayman.

#### **Notes for Editors**

SpliceCom is a privately funded company, whose management team were behind the two most successful UK voice and data convergence companies of the 1990's - SDX Business Systems and Network Alchemy. SpliceCom's **maximiser** product family combines voice, video and web enabled IT applications within a single system, providing tangible business benefits for all types of companies, irrespective of their size. These products are only available via selected dealers, value added resellers and systems integrators - they are not sold directly, nor are they available via distribution. 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.

Further Information:

**SpliceCom Limited**  
**The Hall Business Centre**  
**Berry Lane**  
**Chorleywood**  
**Hertfordshire WD3 5EX**

**Tel: 01923 287700**  
**Fax: 01923 287722**

**[Email: info@splicecom.com](mailto:info@splicecom.com)**  
**[Web: www.splicecom.com](http://www.splicecom.com)**

PR & Press Contacts:

**Contract Marketing**  
**13 Curtis Croft**  
**Shenley Brook End**  
**Milton Keynes**  
**Buckinghamshire MK5 7ET**

**Tel: 07764 946850**  
**Fax: 01908 522226**

**[Email: gill@contractmarketing.biz](mailto:gill@contractmarketing.biz)**