

# SpliceCom

## Press Release from SpliceCom

[www.splicecom.com](http://www.splicecom.com)



Thumbnail images for reference only. High res images attached

### SpliceCom Enhance Personal Productivity With PCS 60

18 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 commenced shipping PCS 60, its 2<sup>nd</sup> Generation Personal Productivity application for Microsoft Windows and Apple Mac OS X environments.

SpliceCom's PCS 60 application can be utilised in conjunction with the company's PCS range of IP and analogue terminals, existing analogue handsets and GSM mobile phones as a "Phone Partner" application for **maximiser**. Alternatively, it can also be deployed as an IP Softphone application running on Windows and Mac OS X desktop and laptop computers. PCS 60 is a single screen application, provided as standard\* for all **maximiser** users and divided into five active areas;

- **Status Indication providing presence management**
- **Call Control**
- **Caller Display**
- **Information Window** -Web Integration, **maximiser** Unified Directories (Users, Departments & Contacts), Messages & Personal Call Log
- **Mobility Management**

"We started shipping our award winning PCS 50 Phone Partner and IP Softphone application in 2003," says Robin Hayman, SpliceCom's Director of Marketing and Product Management. "This has allowed us to take five years worth of valuable "real world" feedback from our reseller partners and their customers to help us with the development of PCS 60."

"PCS 60 is ideal for those looking to replace or migrate an existing PBX," continues Hayman, "because, when deployed as a Phone Partner, it allows users easy access to all of the advanced business benefits offered by **maximiser**, whilst allowing their existing analogue handsets to be retained. They can choose to dial numbers or transfer calls from either the telephone keypad, or through the PCS 60 application using mouse or keyboard. Access to enhanced telephony features, including Caller Display with alpha tagging, unified System Directories (External Contacts, Users & Departments), Favourites (Busy Lamp Field/Direct Station Select/Line Indication & Pick-up), Message Mailboxes, Call Recordings and Key System Emulation features, are all delivered and controlled via the PCS 60 Phone Partner."

In addition to "energising" standard handsets by delivering advanced business telephony features via a laptop or desktop computer, PCS 60, like SpliceCom's top-of-the-range PCS 410, keyless, touch screen, IP Phone, provides the ability to

converge telephony with the Internet, Company Intranet or any web-enabled IT application. Any page in standard web HTML format can be "pushed" to the screen based on a wide range of criteria – incoming CLI, Called Number, time of day/day of week, or an external trigger or event – to everyone, whole Departments or individual users. Pages can be viewed via the PCS 60 application or the PC's embedded web browser. This provides next-generation Computer Telephony Integration (CTI) across multiple IT applications simultaneously, totally independent of platform, operating system or location.

Even when PCS 60 is minimised it still keeps working hard. "PCS 60 supports application "popping" on call presentation or call connect. However, we've added an alternative for those who want more control over their desktop," explains Hayman. "When a user receives a call, floating text will appear on their PC screen, in front of any application or document that's currently being worked on, informing them of the number and name, if known, of the person calling and the number they've called. This could be a personal DDI, or a Group or Departmental number; Sales, Support, Admin, etc. The PCS 60 floating text display is totally passive so it won't interfere with any work that's being actioned at the time it appears. By seeing who's calling, the user can make an informed decision on taking the call, fully opening up the PCS 60 application, or letting the call go to voicemail."

PCS 60 is a next-generation Personal Productivity and Web Convergence application for the **maximiser** business communication system. It can be run as a Phone Partner to SpliceCom's PCS 410, PCS 100, PCS 10 and PCS 5 terminals and existing analogue phones, on Microsoft Windows and Apple Mac OS X platforms. Alternatively it can be utilised as an IP Softphone on the same computers. PCS 60 is available immediately.

\* Operation of PCS 60 as an IP Softphone for **maximiser** requires a valid User Licence.

#### **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.

**Text supplied as Word Document attached.**

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