



Press Release



SpliceCom – PCS 400 Press Release

SpliceCom Deliver a Significant IP Telephony Breakthrough at the Desktop

12th June 2003 - Chorleywood, UK: SpliceCom - a new company, specialising in communication systems which combine voice, video and web enabled IT applications at the desktop - today released the first “keyless” IP Telephone – the Proactive Communication Station (PCS) 400. (see www.splicecom.com/tradtel.htm)

The PCS 400 combines high quality, hands-free, business telephony, with a large (640x480 pixels), high quality, full colour, touch screen. This context sensitive screen allows traditional telephony operations such as dialling, operators console, busy lamp field/direct station select, voicemail access, directories, etc., to be displayed as context sensitive pages which change automatically as the call progresses. Support for Microsoft’s Internet Explorer allows any Web or Intranet based resource to be viewed directly, in HTML format, on the PCS 400 screen, whilst Microsoft Media Player provides video playback and media streaming.



Up until now the screens provided on IP Phones have not been large enough, or delivered sufficient resolution, to display anything more useable than text based information. So it’s through the delivery and control of Web based information to the desktop via a “PC quality” screen that the PCS 400 provides a real breakthrough in converged communications. IT Managers can use the PCS 400 to determine what information is presented to each employee’s desktop - and when. The integration of this “push” technology within a telephone system will allow

companies to liberate existing IT investment, which may well have been under utilised until now. “As well as being a first class business telephone, the PCS 400 allows simple integration with any HTML application, be it web or intranet based,” says Robin Hayman, Product Management Director at SpliceCom. “There’s no need for specialist XML skills, which allows standard database access tools to be used. All this adds up to the true business benefits of voice, data and even video convergence being brought within the reach of many organisations for the first time.”

Possible deployment examples for the PCS 400 include;

- Sales managers “pushing” the revenue to date figures to the desktop of each sales person at the close of play each day.
- Travel companies wanting the “Deal of the Day” to be seen by the telesales team at the start of each day.
- Solicitors who wish to link incoming client calls to the relevant entry on their web enabled database.
- Hotels/retail stores utilising the PCS 400 in public areas to display information on forthcoming attractions/new lines when not being used as a phone.
- Images from a web camera at an unattended remote site being sent to the PCS 400 screen.
- By linking the **maximiser** (SpliceCom’s PBX) to the alarm system. each PCS 400 can, in the event of an emergency, give an audible warning, whilst displaying pictorial instructions on how to vacate the building. Each image can be unique to that particular phone.



“The great beauty of the PCS 400 is that, from a deployment and integration perspective, not only does it make life significantly easier and eliminate all the inherent problems of traditional Computer Telephony Integration, the only limiting factor for resellers and IT Managers alike is their imagination,” concludes Hayman.

The PCS 400 is available immediately and is the perfect complement to SpliceCom’s PCS 50, a PC application that delivers identical functionality to those wishing to deploy/use IP Softphones or

traditional analogue phones

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 product range 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.

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