



3 May 2010

PRESS RELEASE

SAMSUNG PROVIDES MORE OPTIONS FOR SMB'S

Samsung has consolidated its positioning as a leading IP telephony solutions vendor to the Small to Medium Business (SMB) market by expanding its OfficeServ 7000 series Enterprise IP solutions portfolio and its range of award winning Samsung Multimedia Telephones (SMT).

Samsung Communications' General Manager, Brett McInnes states, "Samsung understands SMBs better than any other telephony vendor. Providing businesses with more options means we do not force a one size fits all solution into a business that could mean inconvenience in day-to-day operations or even worse limiting its potential. The Samsung OfficeServ series are genuine unified communications solutions for SMBs that are truly scalable. Combined with a great range of handsets in the SMT series, Samsung puts the power of convergence in the hands of SMBs."

OfficeServ 7200S

The Samsung OfficeServ 7200S completes the OfficeServ 7000 series IP PBX range. The OfficeServ 7000 series is renowned as a top quality, secure IP convergence platform which supports traditional voice communication, Voice over IP, IP based data communication, and wireless mobility to SMBs around the world.

Boasting a 64 port system capacity in any combination of digital and IP, the OfficeServ7200S neatly fits into the solutions portfolio between the OfficeServ 7100 (36 handsets) and the OfficeServ 7200 (128 handsets).

The OfficeServ 7000S family comes with all of the key OfficeServ features, including: call monitoring and reporting capabilities, auto attendant and uniform call distribution (UCD), embedded voice mail and e-mail gateway.

Optional add-on features and CTI applications include networking to other OfficeServ platforms at remote offices; desk phone and mobile phone simultaneous ring plus the ability to transfer, conference, and put calls on hold from a mobile phone through Mobex; hot desking for alternative work areas or shared work areas; integration of wireless handsets and PDAs - all providing true communications mobility.

The OfficeServ7200S will be available from early May.

Samsung Multimedia Telephones (SMT) SMT-i5210 and SMT-i5230

The SMT series of desktop handsets represents a new era of IP telephones, characterised by striking design and ergonomics combined with exciting new feature sets. The design is exceptional and has the prestigious iF Communications Design Award and the Good Design Award to prove it.

The SMT series range grows to a choice of six handsets with the addition of the SMT-i5210 and the SMT-i5230 from July.

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Both the new handsets have a monochrome backlit display, provide large, clear screens which deliver information direct to users' handsets giving them complete visibility and greater control of their calls.

The SMT-i5210 is as fully featured as its bigger brother – the SMT-i5220 – but has fourteen programmable buttons. The 4 line LCD displays the status of extensions (idle, busy, on hold, DND) and provides clear and concise information on user's name and number plus time and date when idle. Below the LCD display are three soft function keys that are context sensitive allowing access to many other functions such as phonebook, personal call log, and message status.

The SMT-i5230 provides electronic self labelling buttons (as opposed to handwriting the label yourself), capable of 100 entries or button equivalents for convenience, speed and accuracy, and giving you a clear window to your network of key business contacts.

The full range of Samsung OfficeServ 7000 series Enterprise IP solutions and Samsung Multimedia Telephones are available through Samsung Communications Authorised Partners nationally.

- Ends -

About Samsung

Samsung is a global leader in the manufacture and supply of innovative consumer electronics, mobile telephony and IT products. It is one of the world's largest companies with global turnover exceeding \$100 billion and more than 170,000 employees.

Through innovative technology, distinctive designs, and a dual focus on convenience and value, Samsung has remained at the forefront of the digital revolution. A premium brand image has also powered Samsung's growth in the telecommunications category.

In 1989, Samsung entered the Australian telephone systems market as a supplier of Telstra's Commander HX products before introducing its own brand in 1996. In that time, Samsung has established a strong reputation for cost effective, feature rich and reliable systems. Based on its success, Samsung Communications continues to invest in the local market to secure its position as the leading communications solution provider for small and medium business with strategic partners: Telstra, Optus, M2 Commander, Engin and Community Telco Australia.

The Samsung OfficeServ range integrates the latest developments in Internet Protocol (IP) technology with the intelligence and stability of traditional telecommunications technology. The Samsung OfficeServ range has a suitable converged communications solution for any sized business – from small single site businesses to large multi-site enterprises..

Today, Samsung Communications provides best-in-class unified communications, IP telephony and mobility solutions to businesses through its Accredited Partner channel to leading private sector businesses and Government organisations around Australia, Fiji and Papua New Guinea. Samsung Communications delivers state-of-the-art communication solutions that improve efficiency, collaboration, customer service and competitiveness for its customers.

For further details about these products, please contact:

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