



POLYCOM REDEFINES DESKTOP COMMUNICATIONS WITH LAUNCH OF THE VVX 1500 BUSINESS MEDIA PHONE

The Polycom VVX 1500 is the first-of-its-kind business media phone, combining advanced IP telephony with business-class video and integration with key business applications

SYDNEY, Australia – March 13, 2009 - Polycom, Inc. [Nasdaq: PLCM], the global leader in telepresence, video, and voice communications solutions, has redefined desktop communications with the introduction of its first business media phone, the [Polycom VVX™ 1500](#). The VVX 1500 is the first device of its kind - a business media phone that combines a personal video conferencing system with a fully featured voice over IP (VoIP) telephone with [Polycom HD Voice™](#) and an open application programming interface (API) and microbrowser for real-time delivery of personalised Web content, as well as integration with key business applications. All of these features are seamlessly integrated with an intuitive colour touch-screen interface to enhance personal productivity, simplify multimedia communications, improve team collaboration, and reduce travel costs.

“We anticipate that within five years, nearly 10 million business media phones will be shipped worldwide, generating more than US\$3 billion in annual revenue. They are a key to the future of the IP PBX business,” commented Keith Nissen, principal analyst at In-Stat. “With its rich heritage in voice and visual communications and content sharing, Polycom is well-positioned to be a leader in this new world of communications. The company’s VVX 1500 is the first business media phone that enables customers to work more efficiently and effectively than ever before by tying together voice and visual communication with critical business processes.”

[BroadSoft](#), a leading provider of VoIP applications and a long-standing partner of Polycom, has been integral in bringing the VVX 1500 to market. “There is growing demand from our service providers and customers to help them configure video within our BroadWorks call control platform,” said Mike Tessler, CEO of BroadSoft. “We have a long history of teaming with Polycom to deliver high-quality hosted VoIP solutions, and the VVX 1500 is especially compelling because it goes far beyond the functionality of a traditional video phone by combining rich telephony, business-class video and an applications platform that is all deeply integrated with the BroadWorks platform, and it is extremely easy-to-use.”

Initiate voice and video calls with the simple touch of the screen

By combining voice and video into a single personal device with an intuitive touch-screen interface, the VVX 1500 simplifies communications whilst delivering a truly collaborative experience. With a large colour LCD display and Polycom HD Voice technology, the VVX 1500 enables high-resolution, face-to-face collaboration without requiring travel, delivering a compelling return on investment.

Companies can reduce their carbon footprint and become more environmentally responsible by using Polycom’s voice and visual communication solutions and allowing their geographically dispersed workforce to meet virtually – anytime and from anywhere. In addition to the inherently green nature of



video conferencing, the VVX 1500 was specifically designed for lower power consumption, using power over Ethernet (PoE), and requires less than half the power of similar competing products such as traditional video phones. The device's smart-motion technology enables the screen to go into power-save mode when no one is in the office.

Access business information at-a-glance

The VVX 1500 features an open API and microbrowser that enable third-party application developers to integrate VVX 1500 with business applications such as unified communications, customer relationship management (CRM), and appointment management systems. The always-on, touch-screen user interface of the VVX 1500 includes a menu screen on which developers can place icons for users to locate and start their applications.

The VVX 1500 comes bundled with several applications including the Polycom [Productivity Suite](#), which enables users to initiate and control audio conference calls right from the device's screen as well as record calls locally using a flash drive in the phone's USB port. The VVX 1500 also features a free Web service called My Info Portal through which customers can select to receive content such as local weather reports and other personalised information on the screen when the device is not in a voice or video call.

Broad interoperability with the leading VoIP Platforms

The VVX 1500 uses the same Session Initiation Protocol (SIP) software as incorporated in Polycom's SoundPoint® IP and SoundStation® IP desktop and conference phone product lines to communicate with SIP-based IP PBX and hosted call servers. The product is in the process of being SIP video-certified by Polycom's ecosystem of more than 30 [VIP and VoIP Field Verified call control partners](#), including BroadSoft, Deltapath, NEC Sphere, Objectworld, and Zultys.

"Our customers consistently seek better leverage of their communication systems to improve productivity and reduce costs. They also expect Polycom to continuously deliver innovative, intuitive products to market," said Sunil Bhalla, senior vice president and general manager of Voice Communications Solutions at Polycom. "Our leadership and legacy in both voice and video communications enables us to develop a truly unique device. The VVX 1500 is the business media phone to combine a superior business-grade VoIP telephone that features our renowned HD Voice with one-touch video and access to key enterprise applications."

Australian channel partners get behind the VVX 1500

Polycom partner, IP Systems, a leading Australian provider of IP based communications technology, is one of the early Polycom resellers piloting VVX 1500 prior to the official launch in Australia. "We deployed a few VVX 1500 in our office and now we just love the way our technical staff in Melbourne use the VVX to join customer meetings in Sydney without leaving their desk. With crystal clear images and with HD voice clarity, our customers in Sydney think they are using a boardroom system until we tell



them about the VVX," said Andrew Cox, Sales & Marketing Director at IP Systems. "This is simply a breakthrough innovation pioneered by Polycom and we are delighted to bring this to the market," he added.

Availability & Pricing

The Polycom VVX 1500 will be available this month through Polycom's channel partner network at a list price of US\$1,099. To learn more about the Polycom VVX 1500, visit:

http://www.polycom.asia/products/voice/desktop_solutions/business_media_phones/vvx1500.html.

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About Polycom

Polycom, Inc. (Nasdaq: PLCM) is the global leader in telepresence, video, and voice solutions and a visionary in communications that empower people to connect and collaborate everywhere. Please visit <http://www.polycomasia.com> for more information.

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