

Taking Internet Telephony a Step further

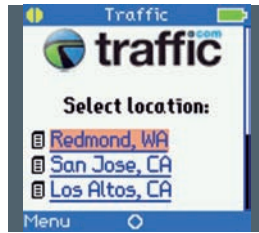


Personalised on-screen information

Internet telephony



Receive the latest weather forecast



Get traffic information



Receive updated stock information



Check lottery results

Give your Customers On-screen

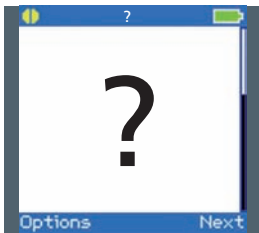
E-mail, news and innovative services

With The LAN Cordless DUALphone your customers can get on-screen information such as the latest news, traffic, flight schedules, horoscopes, sports scores, whenever they become available. They just have to specify the information they want displayed, and it is there when they want it. Your customers don't have to turn on their computers - the LAN Cordless DUALphone does all the work. If they have more than one handset, they can even specify different information services for each handset.*

The phone notifies your customers when new software is available. They just have to press a key and all the latest features are installed effortlessly and effectively.



* Availability of services depends on your service provided.



Your vision our solution



Check the latest news



Get horoscopes



Check e-mail

Information



Expand the phone system of your customers

The LAN Cordless DUALphone supports 3 simultaneous calls. Your customers can easily and conveniently set up separate lines for themselves and their children, or separate lines in their office. The LAN Cordless DUALphone also supports up to 8 handsets that may be placed wherever your customers want them throughout their home or office. They just have to press a key and the extra handsets are ready for use. Your customers can even use the extra handsets for intercom or conferences, making the LAN Cordless DUALphone the perfect choice for the small office or home office.



Boost Customer Loyalty

Offer customers an Internet phone and services which meet their individual needs

The LAN Cordless DUALphone is the next-generation wireless Internet phone from RTX.

With this application, the end-user no longer has to turn on the computer to make Internet calls.

Customised web content can even be pushed directly to the phone which consists of a comfortable, cordless DECT handset and a VoIP gateway that is easily connected to a router or a broadband connection.

**Reduce
Churn**

**Maximise
Revenue**

„Telco’s are realising the importance of moving up in the value chain, and competing on more than just low price. VoIP and the LAN Cordless DUALphone help offering customers new innovative, differentiated services covering mobile, Internet, fixed line, cable TV division and yellow pages. Thus, they can now introduce services generating not only new revenue streams but have also found a way to decrease churn”.

PREBEN MEJER, MANAGING DIRECTOR, INNOVATION LAB, DENMARK



Reduce churn - maximise revenue

There is a rapid increase in end-user demand for personalised information services. The LAN Cordless DUALphone is a natural part of the digital home and supports you in attracting new customers, embracing new revenue streams and reducing churn. Using the web pull-/push technology integrated in the LAN Cordless DUALphone, you can tailor services to meet the individual needs of each user, and push the services directly to the phone to boost customer loyalty.

Today service subscriptions include web content such as:

- ***News bulletins***
- ***Sports scores***
- ***Horoscopes***
- ***Traffic announcements***
- ***Stock announcements etc.***

However, this is only the tip of the iceberg. More advanced services and applications are on the horizon to benefit the users of the LAN Cordless DUALphone, and service providers. With the LAN Cordless DUALphone, operators can offer telephony services and create Internet services and applications across networks.

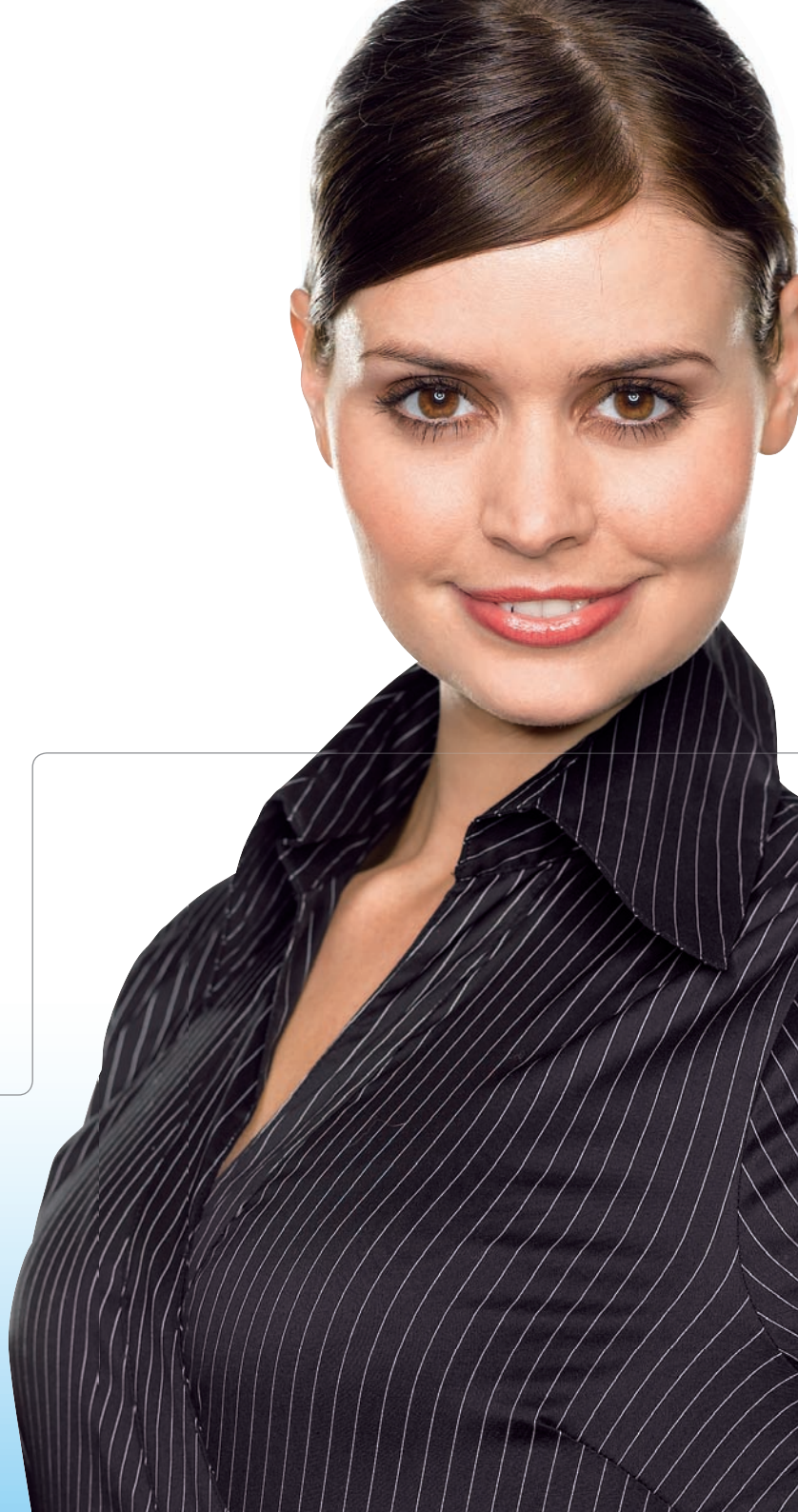
Bridging to the future IP world

Today:

Fixed line
Mobile line
Internet
Yellow pages
Cable TV

Tomorrow:

IP Content and applications
IP Telephony services
IP Network





Use your existing billing systems to support end-user payments of extra services

Users seek out subscriptions with the service providers that offer the best combination of services. Users require not only a phone for telephony, but a phone that supports all their communication and infotainment needs. And you can use your existing billing systems to support end-user payments of third-party services over the LAN Cordless DUALphone.

Give your Customers

Increase revenue per user

You can increase your revenue even more by giving third parties access to the end-users over the phone for example, through targeted ads. Furthermore, the LAN Cordless DUALphone is expandable up to 8 handsets, supporting different user profiles on each handset – and with VoIP, each user in the household can even have their own phone number. This makes the LAN Cordless DUALphone the perfect device if you want to exploit your customer know-how to target new services at individual end-users and increase your average revenue per user.

an all-in-one Device

Traditional revenue-generating services

On top of all this, the LAN Cordless DU@Lphone also supports traditional revenue-generating phone services such as:

- ***Call forwarding***
- ***Voicemail***
- ***Caller ID***
- ***Call waiting***
- ***E-mail notification***
- ***Directory services & yellow pages***
- ***Unified messaging - and much more***

These services are controlled by you, so your customers no longer need to remember a variety of service codes for the different services but instead can simply use the phone's intuitive menus. As a unique feature, the LAN Cordless DU@Lphone has a notification light indicator which you can use for different purposes, for instance e-mail and/or voicemail notification. The LAN Cordless DU@Lphone also has the potential to support revenue streams from directory services and yellow pages. If you choose to include this service, an end-user can search for, e.g. a craftsman; get the ad from the yellow pages displayed on the integrated screen, and finally make the call directly to the craftsman chosen.



Hassle-free updates

Over-the-air firmware updates using TFTP or HTTP means that end-users can update their LAN Cordless DUALphone on the fly. End-users are automatically notified about available updates and only need to press a single key to initiate the update process. Consequently, the need for support calls is limited, and the phone is future proof, as new features can be added continuously.

Retain PSTN subscriptions

The LAN Cordless DUALphone is designed for an audience looking for usability, simplicity, and flexibility. It comes with easy-to-operate menus, and a vibrant color screen that makes text and graphics stand out crisp and clear, making it easy to view web content. The phone also offers the end-user a powerful combination of Internet telephony and standard landline telephony.

Introduce Internet Telephony without short-time Revenue Loss



Integrate with your own support system

It is also possible to combine the RTX web server with your own support system. When you handle the account configuration, the LAN Cordless DUALphone is easily distributed as a plug-and-dial product, which both limits the amount of required support calls, and increases customer satisfaction. Alternatively, the user can access a service provider template, enter a few simple parameters and then be ready to use the phone.

Unified messaging indicator

The LAN Cordless DUALphone features a unified messaging indicator. The end-user can instantly be notified about missed calls, voice mail, incoming e-mails, etc. Unified messaging offers convenience for the end-user, and the feature greatly reduces churn, because your end-users will soon become loyal to your bundling of services. However, if you do not yet offer unified messaging, the light indicator can be used for e-mail notification or e-mail push to the handset.



Easy network management

RTX provides an external web server for control and deployment of end-user configurations. The configuration ensures that the end-user's phone number, SIP configuration, and product ID are combined and stored on the user's phone. The web server can be hosted by RTX with an interface branded by the service provider or a neutral DUALphone interface. Furthermore, RTX can supply the web server to handle the personalised on-screen information on behalf of the operator.

Reduce support expenses

RTX has created a product support website for the LAN Cordless DUALphone, which is at your disposal free of charge. You can point end-users directly to the website and thereby significantly reduce your product support expenses. For full control of branding, layout, and customisation, you can pull the XML-based content to your own website.





Internet Telephony Services



On-screen Information Services

Features

- On-screen information:
news, messages, directories, etc.
- Wireless freedom up to 300 metres away
- Messaging notification indicator on handset
- 3 calling options:
Internet to Internet;
Internet to ordinary telephone;
ordinary telephone to ordinary telephone
- Superior voice quality
- Plug & dial: easy to install; easy to use;
easy to update software online
- Always on Internet phone, even when
the computer is turned off
- For use with up to 8 handsets
- Reliable, secure and encrypted
communication via DECT

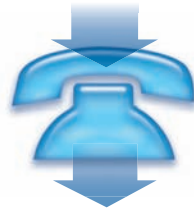




Contacts



Intercom



Call Log



Settings

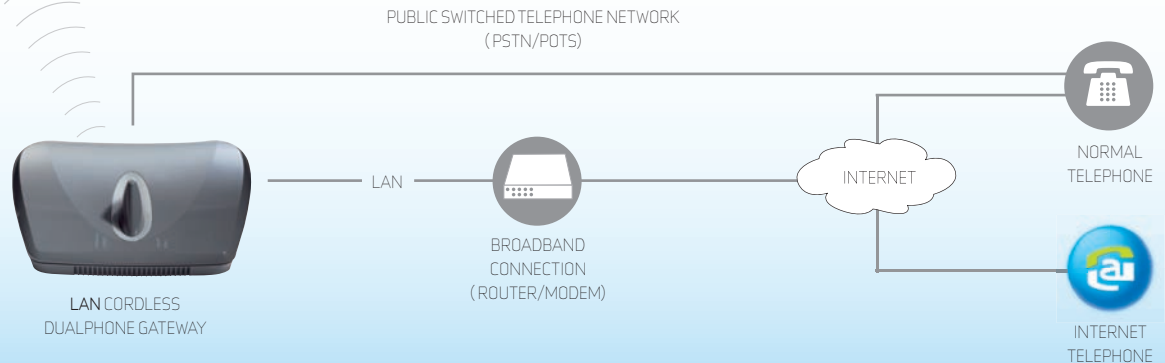


Messages



Plug & dial

To use the phone, your customers simply connect the LAN Cordless DUALphone to a broadband modem or router, and they are ready to make their first call. Moreover, the phone will automatically notify them when new software is available. They just have to press a key and all the latest features are installed - effortlessly and efficiently.



PUBLIC SWITCHED TELEPHONE NETWORK (PSTN/POTS)

LAN

BROADBAND CONNECTION (ROUTER/MODEM)

INTERNET

NORMAL TELEPHONE

INTERNET TELEPHONE

Value-added Services increase your Revenue

The LAN Cordless DUALphone provides the opportunity

The LAN Cordless DUALphone is based on the well-proven, reliable DECT technology. The phone offers a roaming range of up to 300 meters from the gateway, 12 hours of talk time and 12 days' stand-by time. The DECT technology also ensures a minimum of interference and excellent sound quality. The LAN Cordless DUALphone is based on the SIP v2 standard, ensuring compatibility with other Internet communication standards.

Value-added services

The LAN Cordless DUALphone offers you a unique opportunity to deliver value-added services that will increase average revenue per user, retain customers, and reduce churn in a highly competitive market. RTX provides the LAN Cordless DUALphone as an OEM product. The product can be branded to your branding schemes or as a LAN Cordless DUALphone.

