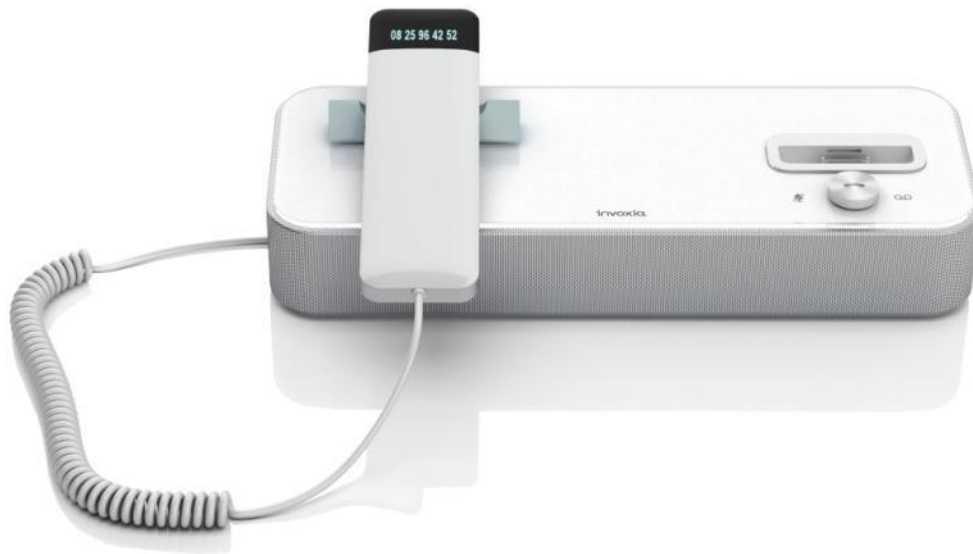


invoxia



**Smart office Phone by invoxia:  
the service is already in the phone\***



Made for



iPod



iPhone



iPad

\*the first office phone with a built-in subscription plan.

## Smart office Phone by invoxia: the service is already in the phone.

**The Smart Office Phone developed by invoxia is revolutionising the entire concept of business telephony services. invoxia is launching the first plug and play professional phone that brings together businesses and their supplier with a truly innovative solution, including classic and IP telephony, with ultra-streamlined implementation through a distribution channel specifically designed with SOHOs in mind. For the first time, suppliers now have a window of communication on their clients' desktop.**

Until today, setting up a business telephony solution was complicated. You needed to get in touch with a phone operator, to imagine your needs over the next 2 years, audit your past usage, negotiate the quotes you got, then talk to someone else to price the devices, shop around, pick a model, negotiate a new price... And then, make an appointment with an installation business. And when you needed a new line, or had to move, you had to call in a specialist. And get in touch with another salesman, and then ...

Basically, business telephony solutions are not suited to SOHO (Small Office and Home Office) environments, which need flexible, fast solutions. This is why Invoxia has invented all-inclusive business telephony that you can buy from the shops and set up quickly and easily.

### **The first all-in-one telephony service: phone + built-in subscription plan**

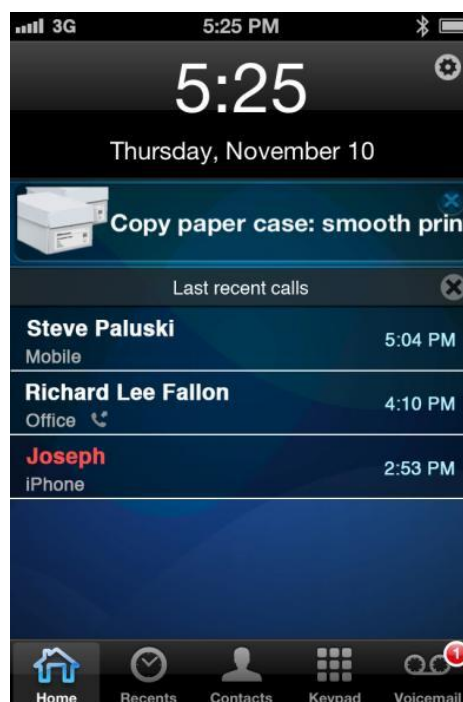
With the **Smart Office Phone**, **invoxia** is launching an ultra-simple business telephony solution that uses an exclusive sales channel set up in a partnership with office supply retailers. By offering businesses the finest phones – truly gifted devices with high-quality sound – along with a plug and play solution including IP telephony, equipment suppliers are providing a truly unique answer with invoxia. Invoxia addresses the entire scope of IP telephony with its comprehensive Smart Office Phone package.

### **Business telephony services with an innovative and simplified distribution system**

When a business purchases invoxia's Smart Office Phone from the usual office supplies provider, what it gets is a full telephony solution – a high-quality IP voice line with a highly competitive tariff. Distribution of invoxia's product through office supply specialists dramatically streamlines the phone line setup process. Invoxia takes care of the entire VoIP service implementation process and obtains the best tariffs from operators. All the office supplies company has to do is sell the phones themselves.

### **A contextual link between a business and its supplier**

Invoxia is paving the way for more tailored relationships between businesses and their supplies provider, specifically designed with small businesses in mind. With the invoxia application, suppliers have a greater chance to push their new offerings: they will display directly on the screen of the



client's iPad, iPhone or iPod Touch. They literally become a window of communication open onto their customers' desktop that's remarkably efficient precisely because it is contextual, and therefore only visible within a business context.

## **An all-in-one device dedicated to high-quality professional IP telephony**

The **Smart Office Phone by Invoxia is an IP phone** featuring a dual-core ARM processor and which uses iOS devices as an interface for an easier experience of business telephony. With its ultra-innovative acoustic design and the **In Vivo Acoustic** technology developed by invoxia, it offers matchless sound quality both in conference mode and personal communications (through the handset). Users can even benefit from invoxia's revolutionary sound technology to enjoy music or podcasts at work and truly **experience the orchestra...**

Invoxia's IP phone features 8 broad-spectrum speakers and 8 digital microphones. In "conference" mode, it has the capacity to create a virtual placement in space of remote participants, with automated speaker monitoring to create the feel of a real face-to-face conversation. Users benefit from the full capacities of In Vivo Acoustic technology, with its noise and echo cancellation systems.

While regular office phones come with hundreds of keys and features that no one understands, invoxia features only the essential: a control to pick up incoming calls in speaker mode and adjust the volume, and a mere two touch-sensitive "mute" and voicemail keys. With the iPhone as an interface and free application available from Apple's App Store, using the invoxia could hardly be more intuitive.

The invoxia unifies your mobile and professional contacts in a single directory, and lets you pick up calls to your mobile directly from its high-quality handset. The phone seamlessly handles incoming calls on both the mobile and landline.

Its slick design makes it an unparalleled device for modern office environments. For added fun, invoxia comes with a set of 3 *smart holders* (magnetic handset rests) that can be changed to suit your mood or style.



The Smart Office Phone by invoxia can be obtained

- from [www.invoxia.com](http://www.invoxia.com) at 417 € or 599 \$ (excl. tax) - invoxia is designed for the iPod touch (3<sup>rd</sup> & 4<sup>th</sup> generation), iPhone 4, iPhone 3GS, iPad 2 and iPad.

High-res visuals available from: [www.invoxia.com/press](http://www.invoxia.com/press)

## Features of the invoxia Smart Office Phone

### Matchless sound quality and performance

High-definition sound technology delivers acoustic comfort yet unparalleled in a conference call phone. The device reflects the subtle nuances of the speakers' voice. This comfort is most perceptible in a conference setting, when the phone renders voices in spatial way all around the room. All of the speakers seem to be seated at the same table: conversations are easier to follow, less exacting, more focused on the essentials. The ability to distinguish sounds, to filter out background noise and concentrate what people are saying, even in motion, also helps to optimise listening comfort. Users can use the invoxia phone's revolutionary inbuilt In Vivo Acoustic technology to listen to audio content from their IOS devices whenever they like.

### Ultra-intuitive navigation

The desktop phone's operation is based on the iPhone (or iPad / iPod touch). Through its user-friendly, smart and intuitive invoxia application, the user moves in a familiar environment. Its unified interface brings together all contacts (mobile and office) and all incoming calls are received on the same device (iPhone or invoxia desktop phone). Landline/mobile convergence increases the productivity and ease of use of business communication tools.

### Ease of use

The invoxia phone leverages all of the iPhone's unique features, which cuts down on the need for multiple interfaces, such as screens or keyboards, while offering innovative and accessible services. In a time when office phones are becoming increasingly complex, this device goes against the flow and focuses on useful core features, such as call forwarding, conference mode or voice mail...

### Automatic setup

The invoxia application - available free from Apple's App Store - is designed to maximize user experience. It will reflect a constantly-changing selection of Voice over IP providers. When creating their invoxia settings, users will simply tap on their operator's tab to obtain an automatic connection, as simply as with the email setup on Apple devices. Invoxia is compatible with any operator using SIP technology and of course integrates Skype.

### A smart object

The connected device can perform all software updates remotely. It's an ever-changing appliance, not made obsolete by technology, but constantly improved and enriched with new services and applications. It is also a durable device that will change with the user as it follows the iPhone's own evolutions.

### Invoxia does its share in protecting the planet

Particular attention was given to energy usage throughout the design process. For instance, ARM processors were selected for their notoriously low power consumption. The use of noble materials such as stainless steel and glass encourages recycling. In standby mode with an Ethernet connection, the phone consumes nearly nothing. Product packaging also makes extensive use of recycled materials.

***\*VoIP: Voice over Internet Protocol is the technology which delivers voice communication and multimedia sessions over IP networks.***

## Technical specs

- In Vivo Acoustic Technology:
  - 8 wide-bandwidth speakers,
  - 8 digital microphones.
- Full duplex hands-free
- Background noise cancellation
- Wired handset with **High-Definition sound**
- Bluetooth® 2.1
- Incoming GSM call answer in hands-free mode or on the wired handset.
- **Unified** corporate/mobile **phonebook**
- 2 Ethernet Gigabit ports with built-in PoE
- 2 USB ports
- Support for the main wideband codecs

1-year guarantee

Designed by invoxia in Paris

Assembled in China

Keys/switches	Hands-free call pick-up and volume adjustment switches Touch-sensitive "mute" key Touch-sensitive voicemail key On/Off switch
Codecs	Wideband Codecs G.722, G.711a, G.711u
In Vivo Acoustic Technology	Full duplex hands-free with echo cancellation Multiple-speaker conferencing mode with virtual placement of remote participants in the room. Automatic local speaker localization and background noise cancellation
Network	SIP Protocol
Wireless technologies	Bluetooth® 2.1
Connection	30-point connector or Bluetooth®. Universal support for iPod touch (3rd & 4th generation), iPhone 4, iPhone 3GS
Power supply	PoE (Power over Ethernet) 802.3at or external power supply - 100-240V / 5V 5A
Dimensions	31x11.5x7cm (IP phone) 17.8x5.1x3.2cm (wired handset)
Weight	1.36 kg
Operating temperatures	0 °C – 40 °C
Humidity	10% - 90%

Made for iPod touch 4th generation and iPod touch 3rd generation

Made for iPhone 4 and iPhone 3GS

Made for iPad 2 and iPad

The invoxia phone is available from [www.invoxia.com](http://www.invoxia.com)

## About invoxia

Founded by Eric Carreel, Serge Renouard and Jacques Lewiner in 2010, invoxia is a French high-tech business that designs, develops, produces and markets telecommunication devices aimed at improving comfort and simplifying the user experience.

## The founders

Serge Renouard, invoxia CEO and co-founder.

*Serge is an engineer. After 8 years in hardware development for Sagemcom, Serge joined Inventel as Product Manager to oversee product development and marketing for an extensive range of DECT devices, as well as the first generation of HD voice handsets for AOL, Orange and British Telecom. Before joining invoxia, Serge was Connected Devices Research & Development director at Thomson. Serge graduated from the Institut National Polytechnique de Grenoble (INPG).*

Eric Carreel, invoxia President and co-founder.

*Eric Carreel is an engineer and entrepreneur. Invoxia's current President and co-founder began his career in institutional research as a radio scientist. He then co-founded Inventel and served as president from 2002 to 2005, thus becoming one of Europe's major players in the field of Triple Play. After Inventel's takeover by Thomson, he became technical director of Thomson's household products division, where he created and managed the Advanced Product Development Group. Eric is a graduate engineer from the Paris Ecole Supérieure de Physique et de Chimie Industrielles (ESPCI) and holds a PhD in Engineering from the University Paris VI; he has authored over fifty patents. His vision as an engineer helps him to make innovation the best tool to conquer new markets.*

