


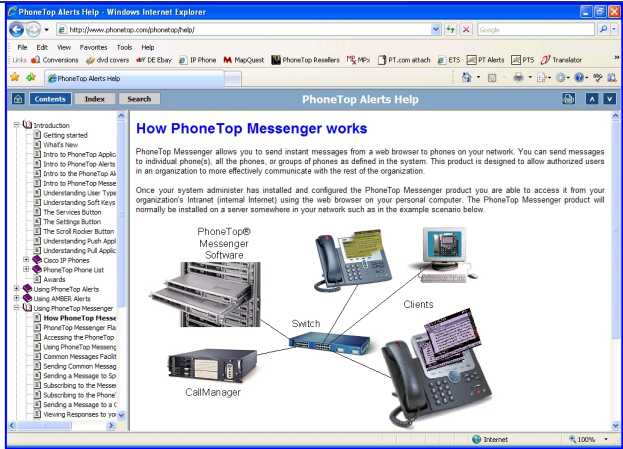


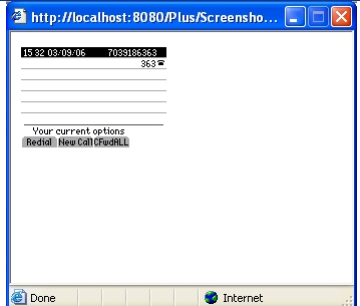

# PHONETOP. MESSENGER

## FEATURE SET FOR PHONETOP® MESSENGER v4.0

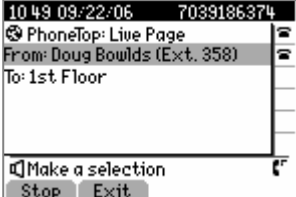
### I. – GENERAL FEATURES

FEATURE	BENEFIT
<p>Application loads as a “service” within the Microsoft® Windows® operating environment.</p>	<p>Makes for easier administration. Application need not be manually started.</p>
<p>Award-winning application. The Survey portion of the PhoneTop Messenger application was awarded the <i>Best Business Process Award for Employee Satisfaction</i> by Cisco and the Cisco IP Telephony User’s Group in 2002. The product was again awarded the <i>Award for Innovation for Customer Satisfaction</i> by Cisco and CIPTUG in 2003. The AMBER Alerts portion of the application won the <i>Best Innovative Use of Technology</i> by Cisco and CIPTUG.</p>	<p>Proven, year-after-year recognized software with a six-year deployment history.</p> 
<p>Support for all Cisco IP phone models which support XML.</p>	<p>Flexibility for all Cisco IP Telephony environments.</p> 

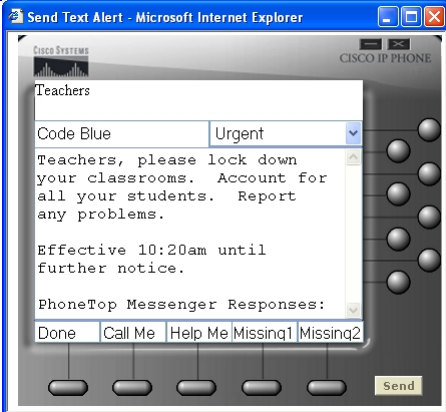
FEATURE	BENEFIT
<p>Access &amp; use rights hierarchy.</p>	<p>Different access rights can be established for different user types resulting in higher security.</p> 
<p>Auto log-out after 30 minutes of inactivity.</p>	<p>Results in higher security such that unauthorized users have limited access to the system.</p>
<p>The application uses a common group facility, including IP phone groups, and email user groups.</p>	<p>Allows the same groups of previously defined users to be used for sending audio pages, <i>ad hoc</i> text messages, prefabricated text messages, surveys, and AMBER Alerts.</p>
<p>The application features a comprehensive error reporting facility.</p>	<p>Helps the system administrator to diagnose problems.</p>
<p>Extensive on-line help system.</p>	<p>Helps the system administrator to quickly install, set up and configure the application. Help the end user to more effectively use the software.</p> 

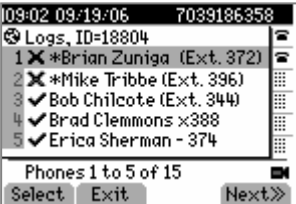
FEATURE	BENEFIT
<p>Features the ability for the administrator to remotely view the end user's phone screen.</p>	<p>Provides for easier troubleshooting.</p> 
<p>Supports both encrypted and unencrypted Cisco unified communications environments.</p>	<p>Allows for the greatest levels of versatility and interoperability.</p>
<p>Supports Cisco CallManager versions 3.x, 4.x, 5.x, and 6.x.</p>	<p>Allows for the greatest levels of versatility and interoperability.</p>
<p>The application features its own authentication server.</p>	<p>Relieves the CallManager from performing authentication duties. Supplies this service for CallManager Express (which doesn't include its own authentication service).</p>
<p>Allows unique and special filtering of the organization's phone list for importing users into a phone group.</p>	<p>Makes installation and set up in large, complex Cisco unified communications environments easier.</p>
<p>Supplies a top-level PhoneTop menu facility.</p>	<p>Makes use of the software from an IP phone quick and easy for the end user.</p> 

**II. – AUDIO PAGING FEATURES**

FEATURE	BENEFIT
Users can issue live audio pages to IP phone recipients.	Can gain immediate attention of the recipients.
Pages can be issued to individual recipients, or groups of users.	Different groups can be established to streamline communications.
Recipients can exit out of a live audio page or intercom session.	Results in a less disruptive work environment.
System administrator can modify the default volume used by the system for audio pages.	Allows the right volume to be chosen for different environments.
The recipient’s phone displays the identification of who is conducting the paging as well as to which phone group the page is being sent to.	Helps convey information to all users so they know who all is receiving the page. 
Page can be one-way (paging) or two-way (intercom).	Provides the right form of communication for the right situation.
Intercom recipient can be a single person or multiple persons.	Allows for the creation of <i>ad hoc</i> conference calls using previously defined groups of users.
Intercom call is initialized in “mute” mode for the recipient(s),	Increases security such that the initiator of an intercom session cannot “eavesdrop” on the recipient(s).

**III. – TEXT PAGING (INSTANT MESSAGING) FEATURES**

FEATURE	BENEFIT
Users can issue text pages to IP phones.	Can gain immediate attention of recipients in a less disruptive fashion as audio paging.
Text pages can include special ringers.	Different ringers can convey different meanings to recipients.
Text message recipients can also include email users and cell phone users (via SMS if the client’s provider supports this).	Allows for a wide-spread communication base.
Text pages can be issued to individual recipients, or groups of users.	Different groups can be established to streamline communications.
Text pages can be “new” or previously defined and stored (called “common messages”).	Commonly used pages can be used repeatedly to save time.
Soft keys can be uniquely defined for each unique text page.	Allows for the recipient to “respond” to the page, providing a two-way communications medium.
Web browser interface for text messages looks very similar to a Cisco 796x/797x series IP phone.	Automatically shows the sender how his or her message will appear to the recipients. 
Recipient responses to text message soft key definition may be reviewed from a web browser.	Allows users to read the responses to their pages from anywhere within the organization.

FEATURE	BENEFIT
When sending common messages from IP phones, the software automatically informs the issuer which phones successfully received the message.	Allows the sender of previously saved messages to see which phones are off-line (not present). 
Issuers of text pages can decide the extent of the message's persistence.	Expired messages are erased from IP phones before they cause confusion as to the time relevance of the message. <input type="checkbox"/> Clear text if user does not respond in 1 minute
A detailed log is maintained of all messages sent from the web browser.	Maintains an historical record of messages sent; allows the sender of the message to view responses the message; allows the system administrator to trace and diagnose problems.
Sent messages may be retransmitted to all recipients on only to those who did not respond to the first transmission.	Saves time resending important messages to users who did not reply to the original message.
User interface includes both a web browser for generating new text messages, and the IP phone itself for sending previously created and saved messages.	Allows users to send text pages from anywhere within the organization.

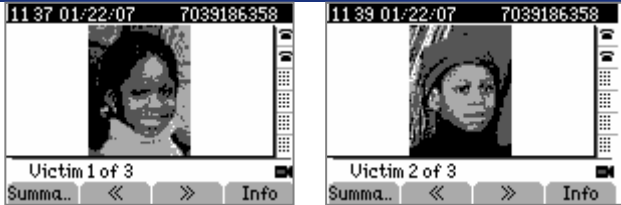

**IV. – STATUS FEATURES**

FEATURE	BENEFIT
Users can sign-in and out on their IP phones.	Supervisors can identify who is present or not.
“Time cards” can be viewed via the web browsers.	Supervisors can review attendance of employees.

**V. – SURVEY FEATURES**

FEATURE	BENEFIT												
Users can generate and issue unlimited end user surveys.	Different surveys may be created for different purposes or departments.												
Web browser interface for survey questions looks very similar to a Cisco 796x/797x series IP phone.	Automatically shows the sender how his or her survey question will appear to the recipients. <div data-bbox="1451 412 1898 824" data-label="Image"> </div>												
Users can “publish” surveys to make them active, or store them to be used later.	Allows surveys to be created and used over and over again.												
The issuance of surveys may be accompanied by a special phone ringer.	Immediately draws the recipient’s attention to the IP phone.												
Results of the surveys maintained in survey log and are displayed in pie chart format.	Allows for an historical record of the survey results in an easy to read manner. <div data-bbox="1228 1003 1898 1227" data-label="Figure"> <table border="1"> <caption>Survey Results Data</caption> <thead> <tr> <th>Benefit Category</th> <th>Count</th> </tr> </thead> <tbody> <tr> <td>Medical</td> <td>40</td> </tr> <tr> <td>401K</td> <td>28</td> </tr> <tr> <td>Stock</td> <td>18</td> </tr> <tr> <td>Dental</td> <td>12</td> </tr> <tr> <td>None</td> <td>4</td> </tr> </tbody> </table> </div>	Benefit Category	Count	Medical	40	401K	28	Stock	18	Dental	12	None	4
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**VI. – AMBER ALERTS FEATURES**

FEATURE	BENEFIT
Included at no charge to the customer.	Allows for widespread use of this important mechanism to help to keep our children safe.
Users can replay AMBER alerts from Cisco IP phones.	Users can replay alerts in case one was missed, or to review the information.
AMBER Alerts are accompanied by the official Amber signal from the National Center for Missing and Exploited Children.	Provides a nationally recognized unique signal for quick attention-getting.
Includes a photo of the abducted child if available.	Helps to provide recognition. 
Includes a photo of the suspected child abductor if available.	Helps to provide recognition. 
Alerts may be automatically issued to IP phone users, email recipients, and cell phone recipients (via SMS if supported).	Allows for widespread use of this important mechanism to help to keep our children safe.
Alerts may be filtered based on the first 3 digits of the customer's ZIP code. Alerts can include AMBER alerts from surrounding counties and states as desired.	Ensures that the applicable alerts are received by the right people.