



News release

AASTRA DEMONSTRATES NEW UC SOLUTIONS AT IP EXPO

Venue: Earls Court 2, London

Stand: C31

Dates: 19-20 October 2010

Farnborough, Hants UK, 6 October 2011 – As a leading company at the forefront of the IP communication market, Aastra will be exhibiting its advanced range of unified communications (UC) solutions at this year's IP Expo. Entirely dedicated to enterprise communications, Aastra offers one of the most complete portfolios of UC solutions that can be tailored to satisfy individual customer requirements.

Aastra will be demonstrating its range of deskphones which are optimised for Microsoft® Lync™. These phones passed vigorous testing and their qualification ensures the Aastra 6721ip and 6725ip will provide a high quality user experience, with 'just works' installation, rich audio and a lower total cost of ownership, making them powerful UC devices.

The 6721ip phone offers users choice of functionality at a cost effective price point providing an entry level phone appropriate for many users or common areas; the mid-range, feature-rich 6725ip phone is designed for those needing additional functionality. Both models enjoy the same proven Aastra reliability and quality.

Also on show is the Aastra BluStar™ video conferencing solution. The BluStar 8000i desktop media phone combines true HD video conferencing quality with unified communications and business applications into a powerful collaboration and easy to use device.

Aastra's range of mobility solutions will also be presented on the stand. With an increasingly mobile workforce and environmental concerns encouraging teleworking,

Aastra call managers can ensure the seamless integration of mobility with enterprise communications. Campus workers can benefit from SIP DECT and, thanks to fixed mobile convergence (FMC), remote workers can enjoy a similar user experience on their mobile as a desk phone with the Aastra Mobile Client.

Also demonstrated are Aastra's call control managers including the award winning Aastra 400 series of IP Communication Servers. The Aastra 400 series can be expanded for up to 400 users or 600 users in a multisite environment. The Aastra 400 embraces Aastra's innovative 'one-number' UC philosophy, allowing users to receive all calls to all devices using only one number.

Colin Mann, Marketing Manager, Aastra UK & Ireland comments, "At Aastra we're focused on delivering exceptional IP solutions that are cost-effective. Aastra's IP solutions have a strong focus on the enterprise market and open standards, which means that our customers can be confident of investment protection when considering any of our IP communication solutions. The combination of Aastra's UC applications and true mobility solutions helps staff to be more productive and reactive to customer demands. We're looking forward to the opportunity to meet new customers and to demonstrate the innovative functionality and flexibility of our IP solutions to visitors at IP Expo."

– ENDS –

Image shows Aastra 6725ip deskphone optimised for Microsoft® Lync™

About Aastra Telecom (UK) Ltd

Aastra Telecom (UK) Ltd is the UK business unit of Aastra Technologies Limited, (TSX:“AAH”), a leading company at the forefront of the enterprise communication market. Headquartered in Concord, Ontario, Canada, Aastra develops and delivers innovative communications products and applications for businesses. Aastra’s operations are truly global with more than 50 million installed lines around the world and a direct and indirect presence in more than 100 countries. Aastra is entirely dedicated to enterprise communications and offers one of the most complete portfolios of unified communications solutions individually tailored to satisfy its customers’ requirements. These range from feature-rich call managers for small and medium businesses and highly scalable ones for large enterprises, integrated mobility, call centres solutions to a wide selection of terminals. With a strong focus on open standards, Aastra enables enterprises to communicate and collaborate more efficiently. For additional information on Aastra, visit our website at <http://www.aastra.co.uk>

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