

# July date for Gigabit Colour IP Phone

**The much anticipated SIP-T38G dual-port Gigabit colour IP handset is set to be released in the UK in mid-July having been warmly received at Cebit and Convergence India.**

The new model will enable UK resellers to tap into a fast emerging market as its Gigabit capacity offers speeds 100 times faster than regular Ethernet and ten times that of Fast Ethernet. Crucially it enables users to capitalise on the capabilities of Gigabit networks and expand bandwidth without the need to install a costly GigE switch.

Resellers will also benefit from new market opportunities thanks to the T38G's retail price of just £172.50 (ex VAT), between 20- 40% lower than market alternatives.

"The T38G is a particularly enticing proposition because it pushes so many buttons," commented Yealink UK's Managing Director Andrew Roberts. "Organisations can realise the true potential of Gigabit networks, simply and affordably, and so better embrace collaborative technologies which require fast connections and increased bandwidth to perform optimally. Running 'phones with 10/100M switches on these networks is like riding a bike whilst grasping its brakes."

He added: "The colour screen also provides executive desk eye-candy, potentially making the handset the maker of bigger deals. It's a handsome model boasting real cachet."



As well as vastly enhancing connection speeds the in-built GigE switch effectively doubles bandwidth through its full duplex capabilities which enable simultaneous data and voice transmission and support of Quality of Service features. The unit can also be deployed without re-wiring through use of 1000BASE-T Gigabit over category cabling.

Following the design style and features of the popular T28 range and incorporating Texas Instruments' Aries chipset and voice engine, it incorporates a 4.3" 16.7 million colour TFT-LCD display with high definition standards running across voice, codec, speaker and handset. Equipped with Power over Ethernet it also supports the key security standards to protect data - including Open VPN - and is IPV6 compatible.

Supporting six VoIP accounts the new model can be easily integrated courtesy of auto-provisioning via FTP, TFTP, HTTP and HTTPS protocols.

## Making links.. meet Roy!

*In the first of series of columns to introduce you to the Yealink team Your Link profiles UK Distribution Account Manager, Roy Stephenson.*

Roy's affable nature and positive outlook is overshadowed only by the pessimism which is the mark of a true Manchester City fan! The Blues are just one of his off duty passions which also include rifle target and clay pigeon shooting and being a Masterchef in waiting. His keen interest in cooking - particularly French cuisine - was nurtured from an early age as he was raised amidst the culinary hustle and bustle of a Cumbrian foodie's pub.



In later life he moved from the hospitality industry into telecoms of which he now has nearly 15 years experience. In 1997 he joined Mercury's sales team before moving on to Samsung Telecom where he held both tele and field sales positions promoting the South Korean manufacturer's telephone system.

The poacher turned gamekeeper when he arrived at Manchester reseller Digital Telecom before hopping back over the distribution fence in 2002 to join Yealink's long established sister company, Interquartz. He was then in on the ground floor when Yealink UK launched in 2009.

## ITSPA DATE

Yealink has underlined its support for ITSPs by sponsoring the Internet Service Providers Association

(ITSPA) Spring Dinner. The company has teamed up with Yealink Premier IP Distributor ProVu Communications to back the popular networking and social event which is at hosted at Worshipful Company of Information Technologists.

# Avaya and Broadsoft compliance confirmed

**Yealink's award-winning SIP-T2X range of IP phones has secured interoperability with key Avaya and BroadSoft solutions.**

In a landmark move the five-strong range has been certified compliant with vital Avaya solutions including Avaya Aura® Communication Manager and Avaya S8800 Media Server with G650 Media Gateway.

In addition the handsets have been formally validated by BroadSoft for use on its popular BroadWorks platform, confirming they support all its latest features. These include shared call appearance, BLF, multiple call arrangement, network conferencing, device feature synchronisation and DNS SRV Lookup.

Commenting on the compliance confirmations, Yealink UK's managing director Andrew Roberts said:

"These are landmark achievements. Full compliance across the range with major Avaya solutions that are so strategically well placed in the UK telecoms and unified communications marketplaces is vitally important. Similarly BroadWorks popularity in the hosted services space makes it a key platform for us and the resellers we partner."



## VP2009P sits on Djanah™ Cloud

**Interactive video, audio, text services innovator IVèS has announced Yealink's VP2009P business class videophone is interoperable with its djanah™ live video cloud.**

The move provides resellers with an enticing combination of a low-cost videophone and a highly affordable cloud-based communication service which supports a wide range of applications, including videoconferencing, VoIP telephony, video call centre and clic2see for SMEs.

Commenting on the IVèS initiative Steve Watts, Yealink UK's Head of New Technology said: "The successful conclusion of interoperability testing with djanah™ is a significant move. It will enable resellers to harness with confidence our proven business class videophone and a superb cloud-based platform. Low cost, simple to use video telephony has finally arrived."



## WIN a SIP-T38G

**You've read all about our fabulous new SIP-T38G Gigabit colour IP handset – now you could get your hands on one in our FREE prize draw.**

Entering is as quick and easy as installing this auto-provisioned state-of-the-art handset. Simply email us at [sales@yealink.co.uk](mailto:sales@yealink.co.uk) and tell us which member of the Yealink team is featured on the T38G's high definition TFT-LCD colour screen pictured here. Send your entry by midnight on July 31st, and the winning entry will be announced on our website the following week.



## SIPhon takes on handsets

**SIPhon Networks has signed a partnership agreement which will see it providing Yealink handsets as part of its SIP solutions and services to ITSPs.**

The move is strategically significant as the Cwmbran based company – which designs, supplies, delivers & integrates VoIP & unified communications – is a partner of BroadSoft which offers the popular BroadWorks platform.

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# Yealink

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