



Mobile VoIP Handsets from Siracom extend the Business IP Telephony Proposition for VARs

Distributor highlights strong opportunities for dealers using SIP wireless phones to enable IP telephony beyond the wired network.

24 November, 2008 - Siracom, the value-added distributor of wireless and wired communications solutions, says that Wireless VoIP can extend the reach of IP PBX systems from the desktop into every corner of the enterprise, providing additional revenue opportunities in any sector where staff are not desk-based, as well as to home and mobile workers.

Siracom has introduced the UniData WPU7700 wireless IP handset, which provides enterprise IP telephony over existing WiFi networks. The handset has an easy-to-use mobile phone user interface and a range of features which make it suitable for business and industry including automatic provisioning, robust security, fast roaming, enhanced power save technology for long battery life, and patented WMM technology for excellent speech quality.

UniData's wireless phones use the prevalent SIP (Session Initiation Protocol) standard enabling mobile users to make and receive phone calls via their company IP PBX or VoIP service, using existing wireless networks and without loss of PBX functionality.

Rob Leggett, sales director for Siracom said: "Companies are looking to reap the benefits of IP telephony, but find that it is unavailable or prohibitively expensive beyond the wired network. The UniData handsets cost effectively extend IP telephony to every area covered by corporate and public Wi-Fi networks. This opens new opportunities where IP Telephony has previously not been able to fulfil the requirement, and enables resellers to revisit existing customers and target new sales"

There is also a key opportunity with service providers, as they look to deploy hosted VoIP services, according to Siracom.

In the Asian market, service provider LG Dacom offers a Voice over WiFi package under the myLG070 brand, using the UniData WiFi phone, and already has over 500,000 subscribers.

A recent report by market research firm, Juniper Research predicted that the global Voice-over-WiFi handset market will grow to almost US\$70 billion in revenues by 2012.

The Unidata WPU7700 wireless IP handset is available now from Siracom, with a list price of £150 and substantial reseller margins.

Ends/

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About Siracom

Siracom is a value-added distributor (VAD) of advanced, open network technologies, including wireless and wired networking and IP telephony. Siracom offers advanced solutions, including Voice over WLAN / mobile VoIP, unified communications and fixed mobile convergence (FMC), through its network of specialist resellers. Siracom supports its partners with full pre-sales, installation, helpdesk and maintenance services. The company is based in Basingstoke and is wholly owned by its management team, all of which have more than 20 years of networking experience. For more information, visit www.siracom.co.uk