



iFusion

the iFusion SmartStation

The First iPhone® Communications
Docking Station for Business



Mobile Convergence — *Solutions for iPhone Business Communications*

With iPhone sales on the rise analysts are now forecasting that as many as 100 million iPhones will be sold in 2011 alone.

With both the speed and coverage of mobile wireless data networks continuing to improve, iPhones are driving a dramatic shift in the business communications landscape.



IDC has forecast that as many as 70% of smartphones will be used in a business setting.

The majority of enterprise business professionals already use iPhones as their primary communications device and we are now seeing an increased adoption in the small business market.

Today's competitive business environment combined with the challenging economic environment requires businesses to implement solutions which make employees more productive while lowering the costs of conducting business.



Mobile Workforce Considerations — *A Complete Business Mobility Solution*

Business Mobility

Today's business environment demands that businesses and employees stay in front of their customers; finding ways to increase revenue and contain costs can be a difficult challenge while developing new business. Enabling mobility offers businesses a way to maximize employee resources in order to grow their business.

Proliferation of iPhone Business Applications

The explosive growth of business applications on the iPhone such as email, field service management, CRM and other specialized business solutions enable employees to stay connected regardless of their location. As a result, employees are able to be more productive and responsive to their customers, anytime and anywhere.

Mobile Business PBX

An increasing number of service providers and business PBX systems offer the ability to incorporate iPhones into the business communications infrastructure. Having the ability to place and receive business phone calls on the iPhone means employees no longer have to be "in the office" to be connected to their corporate environment.

Replacing the Desktop Phone

The increasingly mobile workforce and growth of the iPhone as the primary business telephone has rendered the desktop phone obsolete for many small businesses and enterprises alike. The challenge for executive management is how to replace the desktop phone experience in the absence of a traditional desktop phone.

Managing Communications Costs

Many businesses today are faced with escalating costs of business communications. With an increasingly mobile workforce, businesses often find that they are paying for local and long distance service and now the employee mobile phone bills. Replacing the traditional desktop phone with the iFusion & iPhone eliminates the need for fixed-line communications, thus reducing the total costs of business communication.



Introducing the iFusion SmartStation — *A Revolutionary New Docking Station for the iPhone*

As the first integrated communications docking station for the iPhone, the iFusion provides a true mobile business convergence solution. Instead of having separate desktop and mobile phones for employees, the iFusion extends the best features of a traditional desktop phone to the iPhone - enabling the iPhone to be deployed as the single converged business communications device.



Using Bluetooth technology, the audio path is delivered to the full duplex speakerphone and telephone handset. The iFusion function keys provide one touch access for Bluetooth pairing, volume up/down, speakerphone on/off and mute.

The integrated Apple connector allows the iPhone to be “docked” for power and battery charging. It also includes a USB port for data synchronization with a connected Mac or PC.

{ **comfort, convenience & style** }

Instead of a traditional telephone keypad, the iFusion leverages the iPhone’s dialer and Bluetooth-enabled applications (such as AltiGen’s MaxMobile, Cisco Mobile 8, Avaya One-X, and Apple’s FaceTime).

Combining the comfort and convenience of a desktop telephone with the advanced capabilities of a MaxMobile-enabled smartphone delivers the “best of both worlds” while eliminating the need for expensive desktop phones.



Offering optimal comfort, convenience and style, the iFusion has been designed to complement the look and feel of the iPhone, while meeting the demanding requirements of today’s mobile workforce.



The iFusion SmartStation —



As the first integrated communications docking station for the iPhone, the iFusion SmartStation is truly a breakthrough in mobile business accessories. Certified by Apple in the Made for iPhone program, the iFusion offers numerous benefits to both home office and business users.

Why Choose the iFusion

- A user experience designed to complement the iPhone
- An integrated handset and speakerphone provides traditional desk phone features
- The integrated 30-pin iPhone connector provides power to avoid battery drain
- The USB pass through port enables “always on” synchronization with your Mac or PC
- Replaces the need for separate expensive desktop telephones



The iFusion SmartStation — *Technical Specification*

Apple Dock Connector	Apple 30-pin Connector
USB Port	Pass through USB port for device synching to your PC
Voice Devices	Traditional Handset Hands-free speakerphone
Bluetooth Interface	Bluetooth 2.1 + EDR A2DP streaming music support
External Speaker Support	3.5mm port for stereo A2DP music streaming to external speakers
Power Supply	100-240V auto sensing 50/60Hz 0.3A DC to phone – 12V 1A
One-touch feature buttons	Speakerphone Bluetooth Pairing Volume Up/Down Mute

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creating the office of the future

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