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## **Polycom Introduces SoundStation IP 5000 Conference Phone Delivering HD Voice Conference Calls at a Breakthrough Price Point**

***Conference Phone Icon and Market Leader Polycom Brings Remarkable Voice Quality and Open SIP Interoperability to Small Conference Rooms, Private Offices and the SMB Market***

**PLEASANTON, Calif. – March 23, 2010** – Polycom, Inc. (Nasdaq: PLCM), the global leader in telepresence, video and voice communication solutions, today announced the Polycom [SoundStation® IP 5000 conference phone](#). The SoundStation IP 5000 features [Polycom HD Voice™](#) and offers robust SIP-based VoIP interoperability at a price that is well within reach of organizations of all sizes. Designed specifically for the needs of private offices and small meeting rooms, the voice quality of the SoundStation IP 5000 far surpasses that of traditional desktop speaker phones.

“Polycom is an innovative company and continues to lead the conference phone market with more than 80 percent market share,” said Paul Waadevig, principal consultant, Unified Communications, Frost & Sullivan. “The SoundStation IP 5000 rounds out the company’s high-quality conference phone portfolio and fills a gap in the market by providing a high-quality conferencing solution for private offices and smaller-sized conference rooms.”

As the conference phone market leader and provider of conference phones for the world’s leading unified communications (UC) providers, Polycom is the most recognized brand in conference rooms worldwide. With the introduction of the SoundStation IP 5000, Polycom redefines what businesses can expect from VoIP conferencing endpoints in terms of price and performance. The small footprint of the SoundStation IP 5000 makes it ideal for small conference rooms and private offices. Leveraging the Polycom Open Collaboration Network (POCN) strategy, the SoundStation IP conference phone family delivers a best-in-class collaboration experience that enables businesses to leverage existing UC investments as well as tightly integrated, end-to-end, standards-based solutions that deliver an unrivaled communications experience.

### **High Quality Conferencing with Immediate ROI**

“We have been using Polycom SoundStation IP conference phones in our larger conference rooms, and their clarity and ease of use have delivered tangible benefits during our conference calls,” said Michael Smith of Maricopa Property Development. “The SoundStation IP 5000 is a great fit for our smaller meeting rooms and private offices. It offers the great voice quality I expect from Polycom at a price that is affordable, and being able to conduct high-quality conference calls from our offices and other smaller rooms is improving our productivity.”

“We traditionally relied on desktop speaker phones for conference calls, because we felt that while the sound quality and microphone pickup was superior on high-performance conference phones, they were cost-prohibitive for a business of our size,” said Darren Loher, chief architect of Envysion. “The SoundStation IP 5000 breaks down barriers in terms of price and performance. It’s affordable, and it also delivers the amazing acoustic quality for which Polycom conference phones are known. It is already making our internal and customer meetings more productive.”

### **Features & Benefits**

- Polycom [HD Voice technology](#) for crystal-clear calls that sound as natural as being there
- Patented Polycom Acoustic Clarity™ technology – delivering the best IP conference phone experience without compromise

- Small footprint fits easily on desk or small table
- Robust VoIP interoperability – Compatible with a broad array of SIP call platforms to maximize voice quality and feature availability while simplifying management and administration
- High-resolution display – enables robust call information and multi-language support
- Interference resistance from mobile phones and other wireless devices while delivering clear voice conferencing with no distractions

“As a VoIP service provider, we are excited to be able to offer an affordable conference phone with great voice quality to our customers,” said John Real, vice president of the Colorado Region for Zayo Enterprise Networks. “With its advanced features at a breakthrough price, the SoundStation IP 5000 is sure to be a hit with our new and existing customers.”

"With the introduction of this groundbreaking HD Voice conference phone, customers can now experience high quality, productive conference calls in their private offices and small meeting rooms at an affordable price," said Jim Kruger, Polycom vice president of Solutions Product Marketing. "Our customers can leverage their VoIP investment for easier deployment and configuration, as well as interoperability with the largest number of IP PBXs and hosted IP services in the industry."

#### **Pricing & Availability:**

The Polycom SoundStation IP 5000 conference phone is available through certified Polycom reseller partners at an MSRP of U.S. \$599. It is expected to begin shipping in April throughout North America and Europe, and in other select countries worldwide.

#### **Supporting Links:**

- [Polycom SoundStation Conference Phones](#)
- Conference Phone [Trade-in Program](#) Information
- The Polycom [Conference Phone Product Finder](#)
- [Top 10 Conference Phone Etiquette Tips](#)
- Follow Polycom on [Twitter](#) and Subscribe to [Polycom News RSS](#)

#### **Tags / Keywords:**

Polycom, SoundStation, voice over IP, VoIP, conference phone, conference call, collaboration, telecommunications, audio conferencing, audio conference, VoiceStation

#### **About the Polycom Open Collaboration Network**

Polycom's integration efforts with its partners supports Polycom's Open Collaboration Network strategy, providing an open and interoperable collaboration solution that gives customers greater flexibility and investment protection for their UC environment. By working with leading [unified communications platform providers](#), Polycom is able to deliver its productivity-enhancing and cost-saving telepresence, video and voice collaboration solutions as an integrated part of core unified communication environments, making the technologies easily accessible as part of the everyday workflow within a comprehensive solution that is easy to deploy and manage.

#### **About Polycom**

Polycom, Inc. (Nasdaq: PLCM) is the global leader in telepresence, video, and voice solutions and a visionary in communications that empower people to connect and collaborate everywhere. Visit <http://www.polycom.com.com> for more information and follow us on Twitter [@AllAboutPolycom](#).

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