

# CONFERENCE CALLS

Volume 13 Number 2

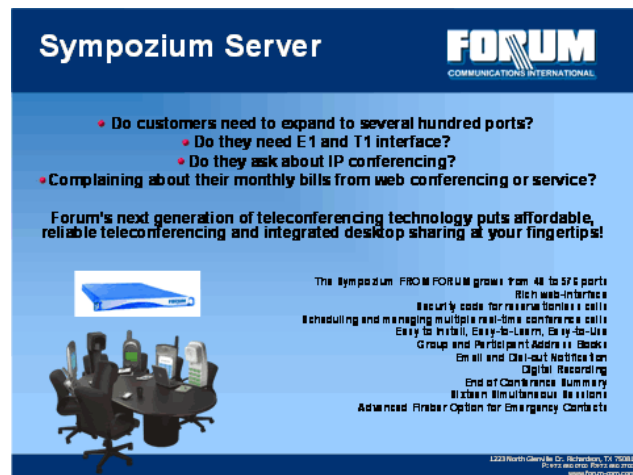
Fall 2005

## Product Updates

Forum Communications adds depth with two new solutions for conferencing: The Symposium faces changing needs with versatility: T1, E1, IP or PRI connectivity, and expandability from 48 to 500+ ports. Confer III Flex gives you dynamic port allocation, up to eight conference “rooms.”

### The Symposium

- T1, E1, IP or PRI
- 48 to 576 ports
- Enhanced Find-Me
- Real-time Data Sharing



**Symposium Server** **FORUM**  
COMMUNICATIONS INTERNATIONAL

- Do customers need to expand to several hundred ports?
  - Do they need E1 and T1 interface?
  - Do they ask about IP conferencing?
- Complaining about their monthly bills from web conferencing or service?

Forum's next generation of teleconferencing technology puts affordable, reliable teleconferencing and integrated desktop sharing at your fingertips!

The Symposium FROM FORUM grows from 48 to 576 ports

- Rich web-interface
- Security code for remote dial-in calls
- Scheduling and managing multiple real-time conference calls
- Easy-to-Install, Easy-to-Learn, Easy-to-Use
- Group and Participant Address Books
- Email and On-line Notice List
- Digital Recording
- End of Conference Summary
- Multiple Simultaneous Sessions
- Advanced Answer Option for Emergency Contacts

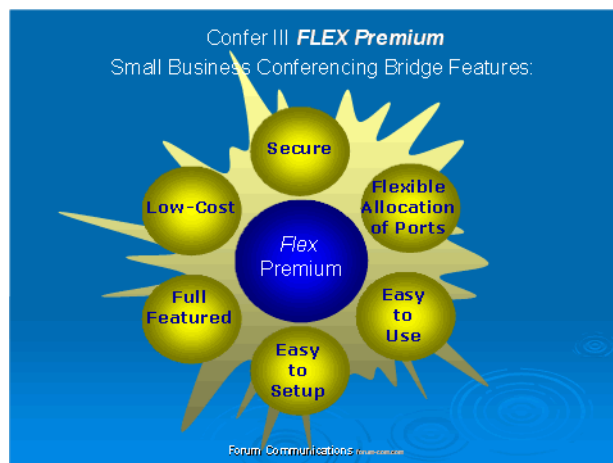
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### Confer III Flex, thousand\$ less than \$imilar \$olution\$

- 8 conference rooms
- Dynamic port allocation
- Premium controls
- Choose 16, 24 or 32 ports

Maximize utilization with on-premise conferencing and the new Confer III Flex.

**Advanced GUI, Controls and Features:** Flex Premium software includes a built-in web server lets you view conference status, control configuration and view conference activity logs.



Confer III **FLEX Premium**  
Small Business Conferencing Bridge Features:

- Secure
- Flexible Allocation of Ports
- Easy to Use
- Easy to Setup
- Full Featured
- Low-Cost

Flex Premium

Forum Communications [forum.com](http://forum.com)

**Enhanced Security:** Assign PIN numbers (1-99) and assign user names to view who is on the call, who is speaking and callers who have been muted. The Moderator screen gives you ability to drop, mute or un-mute any participant. Password protected.

**Easy-to-Set-Up and Easy-to-Use:** The Confer III Flex lets you create unique conference numbers up to 15 digits long. Call into one number, enter your conference number, then enter your PIN and # to join the call. Select the feature package to meet your needs & budget.

**Affordable:** 32 port system priced at less than \$650/port.

**Versatility:** The Flex requires no manual port allocation and automatically adapts to changing conference room size. T1 connectivity is available.

**Trade-In Special:** Trade your old conference unit for FREE SECOND YEAR remote support warranty on your new system!! Your old system isn't from Forum? We will take select conference equipment in trade-in on this special offer, but the offer won't last forever! Call Forum today!

## **T1 Options**

The newest Forum Release, the Confer III Flex (and available Flex Premium Option) includes dynamic port allocation. Like the more robust Consortium systems, the Confer III Flex gives you basic activity reports, real-time participant view screen and Moderator control via web interface.

The Flex lets you select 16, 24 or 32 analog ports, or combine a 24 port T1 with 8 analog station ports if you need hybrid connectivity for special applications. The Forum Family of products lets you select from expandable, affordable Confer systems to expandable, value-priced Confer Flex options to more robust solutions for

You will find the pricing on the Confer Flex very attractive, less than \$650 per port for the 32 port system! For details visit Confer Flex and contact your Forum dealer or Forum Account Manager to schedule a demo.

## **Return on Investment**

### **Staying Competitive**

Let us help you to understand changes in the marketplace and new ways to position your company by helping customers to leverage their current PBX systems with Forum's versatile solutions.

Call Forum today at 972-680-0700 and enter 2 for Technical Sales, ask about enhanced productivity and immediate ROI.

### **Trade-In & Trade-Up**

Have you postponed upgrading your teleconference solution because of budget restrictions? If your system is more than 4 years old, you probably have outgrown that old system or you may be pushing that "Old Reliable" until it's on its last leg.

Forum Communications wants to make it painless for you to trade-up to our latest Consortium, Confer Flex or Confer III/ ConferWeb solutions. The Confer line of digital audio bridges has been designed for reliability, and the newest releases are much smarter than the retired Confer IIs!

Forum's newer systems let you host multiple calls on one system without manually changing the size and configuration. Our loyal customers have asked for T1 connectivity and remote controls. Let us show you how easy it is to upgrade. We make web monitoring and conference control very affordable. If you haven't heard about the latest from Forum Communications, call your Forum dealer or contact us directly (972-680-0700).

### **Confer II "Sunset"**

Can you believe it is three years since Forum introduced the Confer III generation of teleconferencing solutions? Wow! Since then, the Confer ECS, Confer ALERT and ALERT Plus, the Confer ALERT, ConferWeb....each one has emerged as a very special tool to meet the specific needs of our loyal and diverse customers. With the durable and reliable CONFERENCE III architecture, all the Confer products give you the latest in DSP processing AND Forum's proven reliability.

We are still getting calls from loyal businesses who want to expand or add to their Confer II systems. Recently, because many of the components used with the Confer II boards are no longer available, we are not able to honor your requests for expansions for the Confer II products. We do continue to support the Confer II for seven years, but we would like to introduce you to the newest members of our "Family."

### **Product Migration**

Customers have several options for upgrading. Enhanced functionality and increased value are yours by migrating to the Confer III, ConferFlex, Consortium or Symposium teleconference systems. Your Forum Account Manager will review your needs and recommend the best solution, depending on the size and frequency of your teleconferencing needs.

## **Communications and Readiness**

### **BLAST-911**

Every week, some local or national event reminds each of us of our uniqueness in the universe, and our vulnerability. Whether a bomb attack on London, a fire or weather emergency closer to home, we realize how critical it is to get appropriate information to the correct individuals.

For local governments who need to connect first responders for "command and control" of a local event, Forum recommends the ALERT Plus system, which can be equipped with dedicated ring-down circuits and can also call out through a campus phone system to connect with cell phones and off-site agencies.

When you serve a larger population, the ideal solution for local governments, employee notifications, even for fund-raising requests, is the software-driven, Symposium, which expands to several hundreds of lines and provides more robust web-based system controls, along with desktop sharing and co-browsing.

As more sophisticated systems become available, you don't need a rocket scientist to see the high-end price tags for some of the latest "find-me" technology. The price-tag for acquiring such

systems and the resources to install and manage an emergency satellite system for emergency communications are way beyond the means of most local governments.

Forum offers another option: the BLAST-911 Advanced Messaging Server. The Blast-911 server can be programmed with up to 4 telephone numbers for each individual in the database, with phone numbers coded to indicate the most likely number to reach that person at during a specific time of the day. The system can also be programmed with email addresses, PDA addresses and pager numbers to provide immediate text messages.

### **Marketing to National Government**

With Forum Communications' marketing focus more and more on national and local emergency response, Forum is now playing an active role in promoting communications products with the nation's premier federal agencies: FEMA (Federal Emergency Management Agency), Department of Commerce, TSA (Transportation Security Agency), the Secret Service, Immigration and Customs, and other agencies within the Department of Homeland Security.

Washington, D.C. is a frequent stop on our travel schedule. Judith Holicky, Director of Marketing and Communications recently attended a face-to-face meeting with Department of Homeland Security Procurement officials in Oxom Hill, Maryland.

### **Small & Minority-Owned Businesses**

Taking advantage of federal government set-aside programs for small businesses is a great way to increase visibility of your company. Forum Communications was recently recognized by the Washington DC Minority and Small Business Center as a "High Growth Potential" company.

Forum Communications has been a member of the DFW Minority Business Council for many years.



## **Dealer's Corner**

### **Selling the Next Stage**

The global Telecom/IT Market in 2004 grew 13 percent over 2003, according to a study released by Synergy Research Group. Sales in the fourth quarter hit a high note with Service Providers year-end spending. Much of that market growth is attributed to IP technology. Making the right decision is dependent on many factors--not just a matter of benchmarking, but also of in-depth analysis.: Enterprise users & early initiators who took the risky first step into VoIP found the water warm, but had to battle several hidden alligators. All was not smooth sailing.

One national bank advertises, "The Next Stage," a play on their logo, but also on how they improve their customer support via new technology. Can you say the same about your technology?

Are you getting product information to your customers and prospects in a timely manner? Do you take advantage of customer loyalty to help them leverage their existing technology? Forum Communications can assist you and your sales team with training on our latest products. Our latest Confer-Flex, Symposium and Blast-911 systems meet the needs that many dealers have been asking about. Now is the time to bring those solutions to the end users!

### **Marketing the Blast-911**

As Forum continues to grow our product line, we continue to support emergency "instant" communications for national and community safety.

Another new release this quarter, the BLAST-911 Advanced Messaging Server, is ideal for local communities who need to dial out and locate individuals with emergency instructions, for Amber Alert, weather emergency, hazardous material spills or other critical events.

Recently, a northern suburb of Dallas had a major water main break and needed to use a "reverse-911" call to advise neighboring businesses and residents about the problem. Other local communities sat up and began taking notice that they do not have that kind of BLAST-911 system in place for contacting their own communities.

The Forum system, Blast-911, can be programmed with up to 4 telephone numbers for each individual in the database, with phone numbers coded to indicate the most likely number to reach that person at during a specific time of the day. The system can also be programmed with email addresses, PDA addresses and pager numbers to provide immediate text messages.