

broadcore Benefits Overview





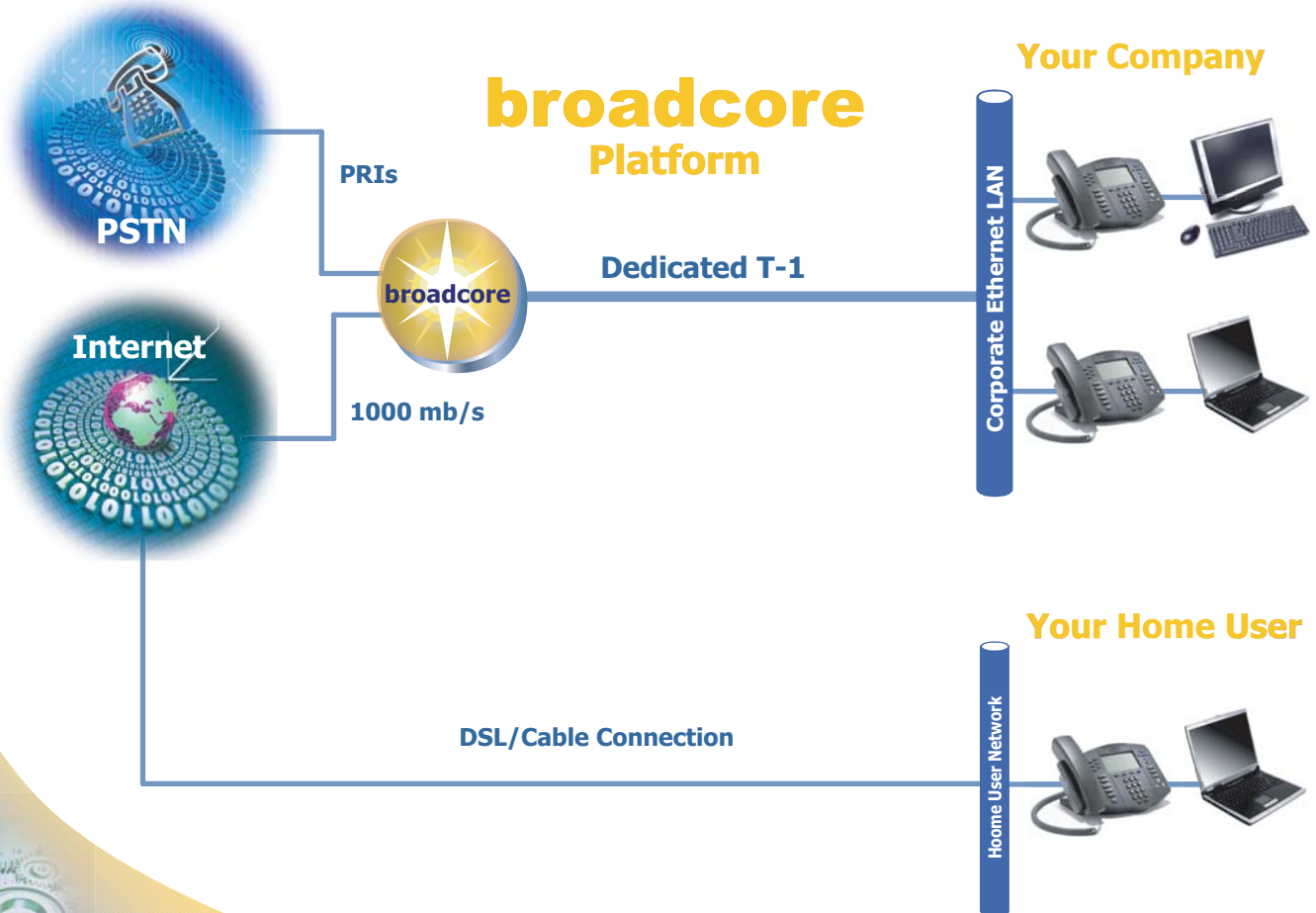
Managed Communications Services

For customers who prefer not to purchase and maintain an in-house platform for PBX, Voicemail, ACD, CTI, UM, Conferencing, etc., Broadcore offers an advanced VoIP Managed Service, which includes:

- Hosted PBX Phone System
- Electronic Faxing
- Dedicated Voice & Internet T1
- Free Local Service
- Free Long Distance Service
- Voicemail/Unified Messaging
- MS Outlook & MS Internet Explorer Telephony Toolbars
- Direct Numbers for All Users
- Browser-Based Call Management



- Conferencing Bridge with Web Interface & Free Usage
- Browser-Based Call Management
- Web-Based Administration
- SIP-Based Full-Duplex VoIP Phones
- Software Phones for Telecommuters
- Free Lifetime Warranty & Support
- Free Lifetime System Upgrades
- Free Lifetime Training
- Free Lifetime Disaster Recovery





Advanced Features, No Equipment Required!

Broadcore will simply connect you to the core of our platform through a dedicated and reliable broadband VoIP T1, providing you with advanced features offered by just a few high-end phone systems. Our customers enjoy and benefit from the best of both worlds: Feature-richness of an advanced phone system with freedom and flexibility of a hosted service. The Broadcore service offers the following benefits:

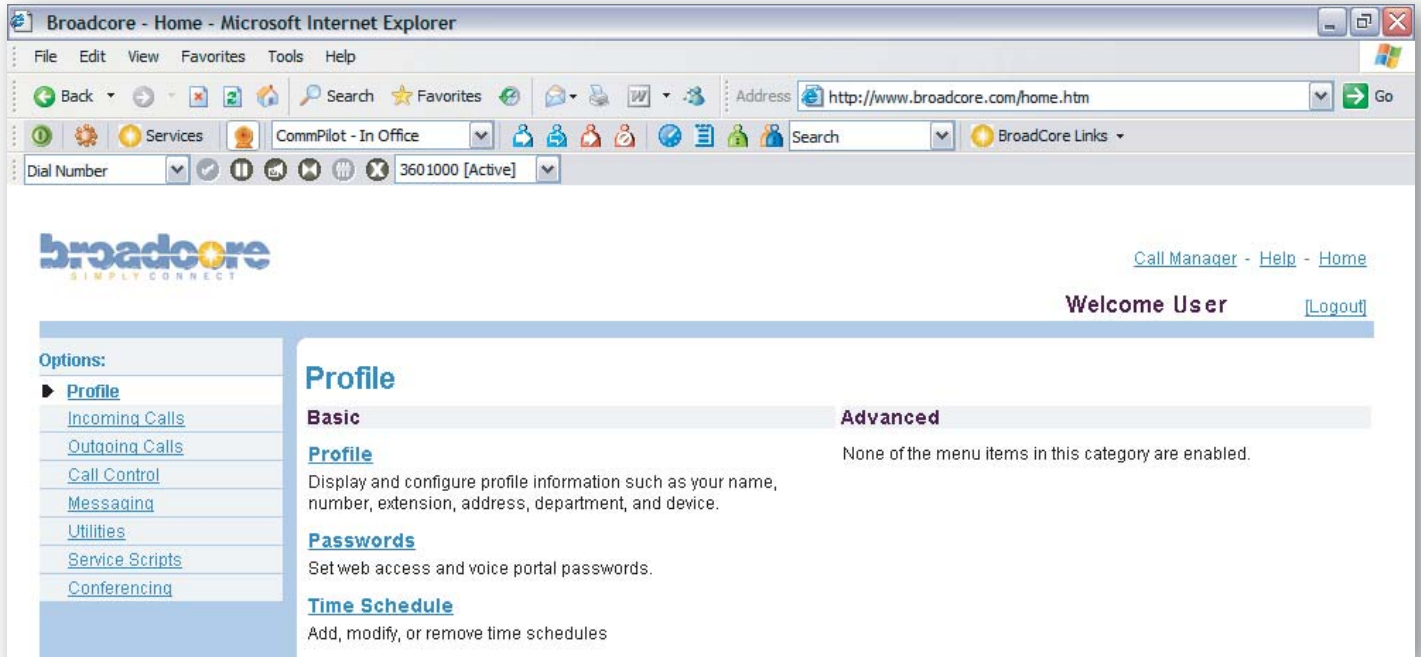
- ✦ An all-in-one, advanced PBX, T1, Local, Long Distance and Internet Services
- ✦ Increased Efficiency: One Company, One Bill!
- ✦ Advanced features allowing you to manage your calls, messages and preferences from anywhere using any phone or any Internet connection
- ✦ Improved Productivity: Platform flexibility and mobility allow you to make your cell phone and/or laptop your office extension, conducting business from anywhere
- ✦ Protection against obsolescence associated with owning equipment
- ✦ Immunity against ongoing maintenance charges, since we maintain the core platform
- ✦ No continuous upgrades required for in-house equipment, since you won't have any!
- ✦ Savings on vendor charges, since you can perform your own small adds, moves and changes
- ✦ Low upfront costs



Long-term Freedom and Flexibility

- ✦ With Broadcore you no longer need to concern yourself with initial core equipment costs, costly upgrades every two to three years, service calls every time you need to make a small change or move an extension, ongoing maintenance contracts, and inadequate and limited features.
- ✦ The Broadcore CommPilot web portal along with the SIP VoIP and Software Phones, allow you to be in full control of your settings and handle your communications from almost anywhere.



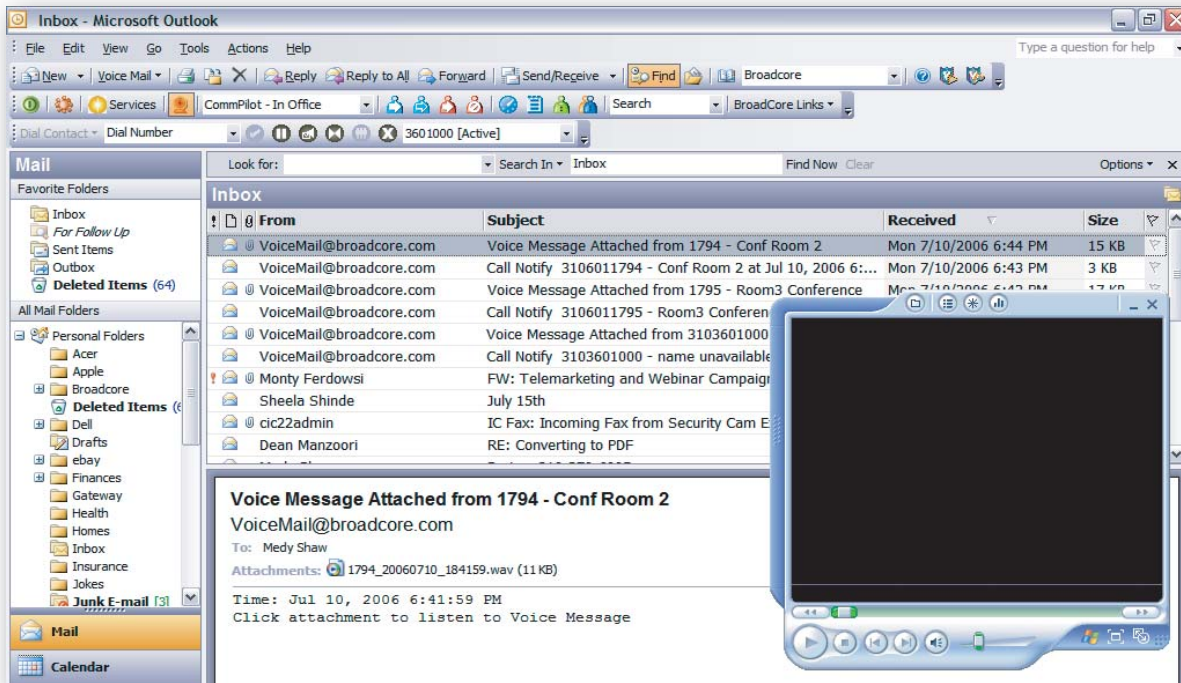


Manage Your Calls and Settings on the Internet

The CommPilot web portal and the MS Internet Explorer Telephony Toolbar allow you to manage and modify your preferences and incoming/ outgoing call settings from a Web browser via any PC with Internet connection. You may define how a particular call with certain Caller ID should be treated, change your Availability Profile, Call Forwarding features, Remote Office settings, Personal Directory, Simultaneous Ring, Voicemail Notification, Outlook Integration, Password and numerous other features by logging into your personal account and making the changes with a few clicks of your mouse, in just a few seconds. You no longer need the telecom administrator or telephone vendor to make basic programming or setting changes on your extension.

You may also utilize the optional Telephony Toolbar and highlight a phone number on any webpage while browsing the Internet and dial it without touching your phone.





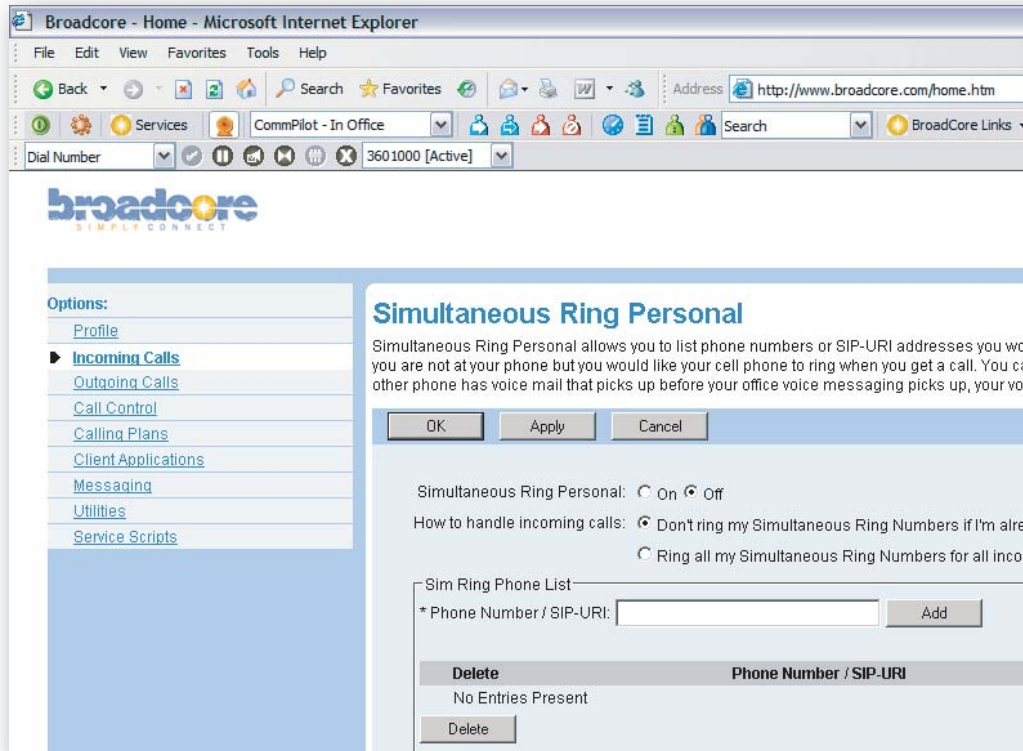
Proactive Voicemail/eFax, Easy Navigation

Broadcore provides a proactive voicemail/eFax system. In addition to being notified of a new voicemail by the standard message waiting light on your phone, the Unified Messaging feature delivers your voicemail/eFax via email every time someone leaves you a message or sends you a fax. By double clicking on the sound file or the fax image attached to the email, you may listen to the voicemail or view the fax on your PC. You may also take notes on the subject line of the email, logging contact information, the nature of the call/fax and the contact phone number—all while listening to the message or viewing the fax.

The business benefit and efficiency factor is that the Unified Messaging feature makes voicemail navigation and locating a particular voicemail later in the day much easier. You no longer have to skip through multiple voicemails to get to the one you want. Finding a specific voicemail is as easy as scrolling through saved emails in your inbox. This saves a lot of time per person, therefore increasing efficiency.

Additionally, you may archive the voicemail/fax-attached emails on your PC's hard drive or burn them on CDs for future reference. Finally, you may forward voicemails or faxes to external parties who are not part of your platform. Instead of taking notes or trying to reconstruct a message, you may just forward a voicemail by emailing it to a boss, an assistant, a traveling colleague or anyone the message pertains to, with instructions on how to deal with the request or situation.





Simultaneously Blast Your Incoming Calls to Multiple Phones

The Simultaneous Ring feature of Broadcore allows you to have incoming calls ring on all of your personal numbers simultaneously. This unique Broadcore feature rings pre-programmed phone numbers such as your office extension, cell phone, home phone or PC soft phone all at once when a call comes in. Unlike older Follow Me/Find Me features where a caller has to wait up to five minutes while the Follow Me server calls pre-programmed numbers one by one, the Simultaneous Ring finds you in a matter of seconds. Therefore, you will not make people stay on hold or get tired and hang up. You will NOT miss your important calls. The numbers are easily entered by you anytime, anywhere, via a Web page or the Outlook / Explorer Telephony Toolbar from any Internet connection, inside or outside of your office or home.

Make Your Cell Phone Your Duplicate Office Extension!

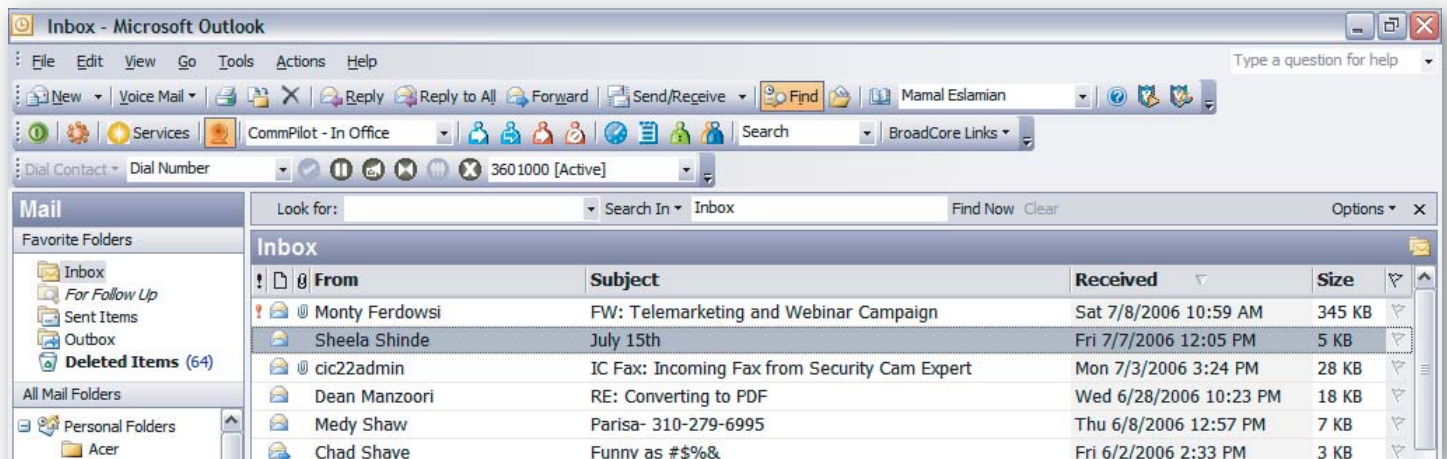
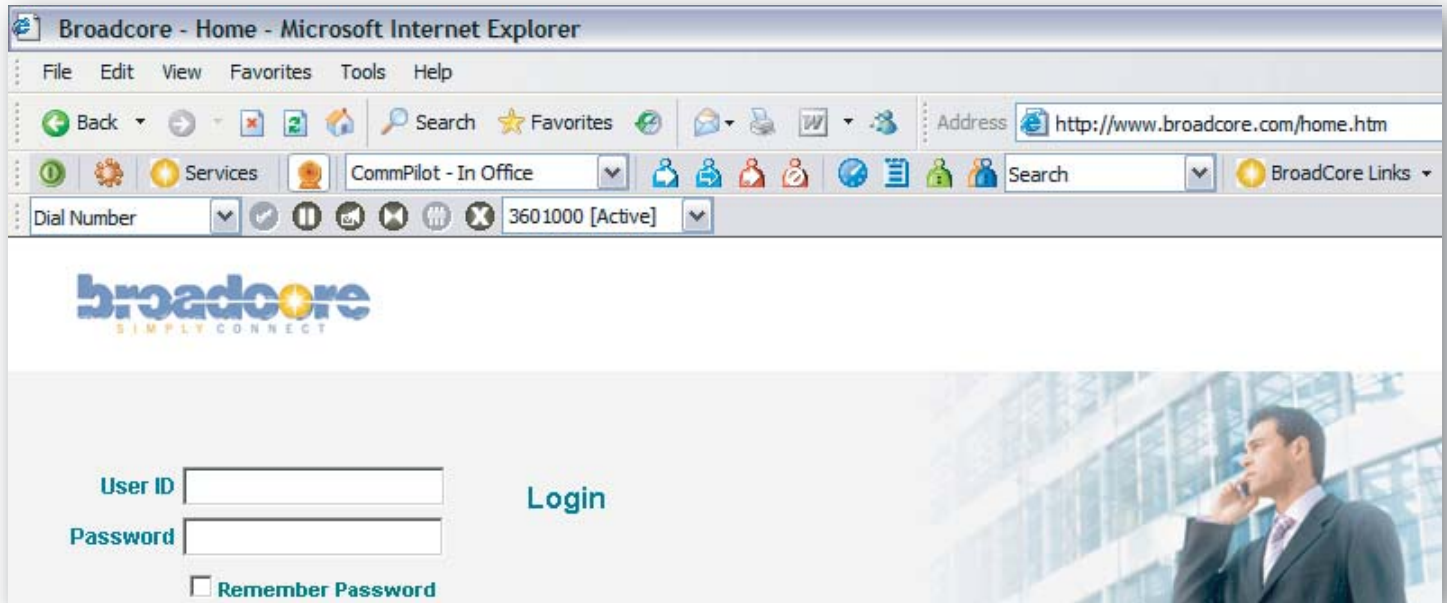
The Simultaneous Ring feature of Broadcore also allows you to make your cell phone a duplicate extension of your office phone. Whether you are roaming the office, visiting the warehouse, out in the lot or driving around, your cell phone will also ring whenever a call rings on your office extension. If you do not pick up your cell phone, the system will automatically send the call to your centralized office voicemail.





Microsoft Outlook & Internet Explorer Integration: Dial without Touching the Phone!

Use the Microsoft Outlook and Internet Explorer Telephony Toolbars to login to your account and change settings, access directories and dial phone numbers from your Outlook Contact list or any web page while browsing without touching your phone.



You no longer have to search for a number in your phone book, then dial and possibly misdial before you can get a ring back. You simply find the contact in your Outlook and select the 'Dial Contact' on the menu bar, which allows you to dial the contact's home, work or cell phone number. You may also highlight a number on a website, right-mouse-click and select the 'Dial' option. That's it! This is true, real-time Computer Telephony at its best.





Conduct Business Anytime and from Anywhere!

Whether you need to work from another location within your office, at home, on the road or from someone else's home or office, the Broadcore platform makes it possible to fully conduct business from anywhere. Unplug your IP phone at your desk and take it to another internal location, or plug it in at any outside location with a DSL or Cable broadband connection. If you can't—or prefer not—to carry your IP phone around, you may still receive calls on your cell phone. If you don't have a strong signal but have access to the Internet, you may use a soft phone and headset on your laptop, even at a WiFi "Hot Spot" wireless location. You may even use the Remote Office feature to walk into someone's office and make his/her phone your extension for a few hours or for the duration of time you are visiting!



One Company, One Platform, One Monthly Bill!

Get all the communications services your business needs through a solid and fully redundant platform, located in the most secured telecom centers in the U.S. The service is delivered via a dedicated and point-to-point private T1, directly from our carrier-grade switch to your business node. Built-in network-wide redundancy and disaster recovery provisions will ensure a highly reliable and secure service.



You will no longer have to deal with in-house equipment, multiple vendors, several points of failure and numerous monthly bills. A single company and a single platform will reliably fulfill your business communications needs.

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