

Product Description



BluStar 8000i for MX-ONE

The Aastra BluStar™ 8000i Desktop Media Phone is a powerful desktop video conferencing and collaboration tool that is designed to enhance the way you communicate and collaborate. Offering true HD video conferencing, the Aastra BluStar 8000i uses the latest in video and communications technology to enable a natural high quality video experience. With its advanced business collaboration features and applications, the 8000i is a productivity enhancing desktop media phone that is intelligent, intuitive and easy to use.

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1 Market Overview

The market for video communications is growing at a rapid pace with analysts predicting that the market for video conferencing infrastructure and endpoints will grow at double digit rates over the next few years. This includes not only telepresence and room based systems, but also the fast growing market for desktop and mobile endpoints.

The need to reduce travel costs as well as lost productivity stemming from time spent away from the office has traditionally been one of the biggest drivers for video communications, and is a strong use case that can provide a solid return-on-investment (ROI). Today, companies are increasingly adopting video to gain a strategic advantage. The use of video for both conferencing and collaboration (i.e. real time sharing of documents and other forms of contents) can lead to faster decision making, improved communications with partners and customers, and a faster time to market for new products and services.

The Aastra BluStar portfolio is a fundamental part of the evolution of Aastra Unified Communication and Collaboration (UCC) solutions that addresses the video collaboration needs of this growing market. Aastra is therefore focusing its developments towards content-rich services, such as video conferencing, personal video and desktop sharing to make the paradigm shift from voice to video as the natural way of communicating between people.

2 BluStar Technology Overview

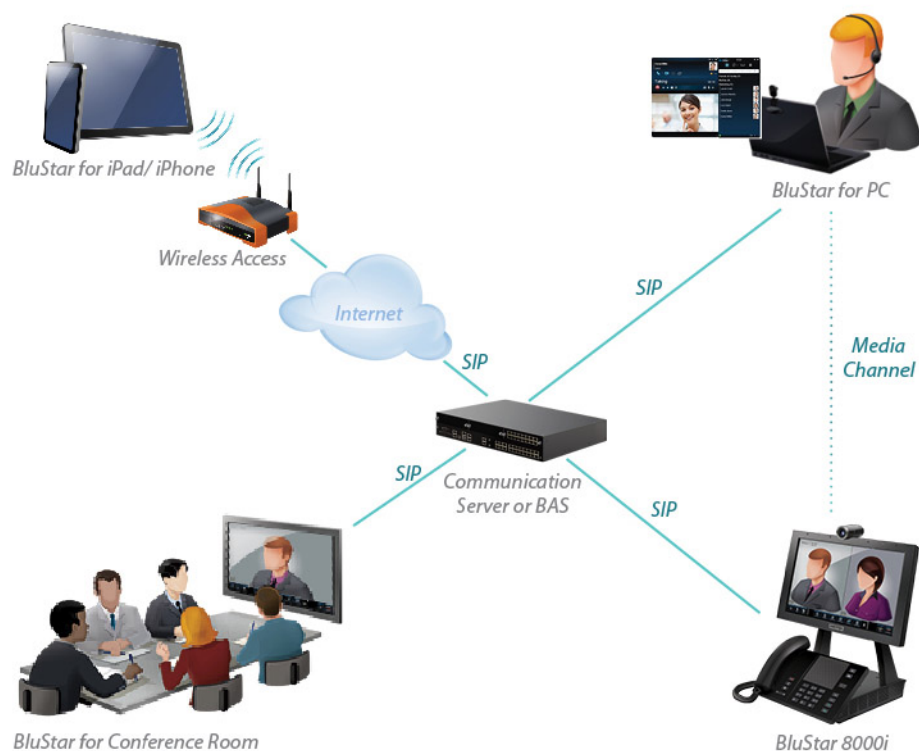
2.1 Aastra BluStar™ Ecosystem

The BluStar Ecosystem is a range of clients and devices that address the increasing market needs for video collaboration and multi-media communications. It provides true unified communication and collaboration capabilities and is fully integrated with Aastra communication servers.

BluStar takes business communications to a new level across a choice of devices and clients providing a consistent user experience by using video as the key mode of communication. BluStar productivity enhancing tools provide more choice and flexibility to answer the increasingly diverse communication needs of today's modern enterprise. As a BluStar user it is possible to use video across all BluStar devices and clients connected to the same communication server.

The BluStar Ecosystem currently includes both devices and clients which consist of different hardware and software based components:

- BluStar 8000i Desktop Media Phone
- BluStar for Conference Room
- BluStar for PC
- BluStar for iPad
- BluStar for iPhone



3 BluStar 8000i - Product Overview

3.1 Aastra BluStar 8000i

The BluStar 8000i desktop media phone combines true HD video conferencing with unified communications and business applications turning it into a powerful collaboration tool that is intelligent, intuitive and easy to use.

With its 13 inch touch screen, the Aastra BluStar 8000i provides broadcast quality video and audio, resulting in a totally “natural collaboration” experience. The product delivers true HD 720p video conferencing at a rate of 30 frames per second. The video quality is matched by superior HD sound quality, delivered via four voice tracking microphones and three high fidelity speakers.

This high quality desktop media phone enhances productivity by helping teams to work better together – whether for peer-to-peer communication or multi-way video conferencing with up to 4 participants appearing on-screen at any one time. At the touch of a button, and without the need to book meeting rooms, teams can conference and discuss project developments for improved productivity and reactivity.

In addition to the strong collaboration features, Aastra BluStar 8000i provides a range of built-in business productivity applications, which can run at the same time as the live video. Half of the display can be allocated to user defined applications to create a powerful business dashboard delivering information and business intelligence easily and in real time.

3.2 Highlights and Key Features

3.2.1 BluStar 8000i Highlights:

- Designed for ease of use and simple configuration
 - Open standards based application – SIP call control & H.264 video encoding.
 - Intuitive user interface promoting frequent and ad-hoc use
 - Consistent UI with other BluStar devices and clients – identical to the BluStar 8000i
- Fully integrated with Aastra communication servers
 - Easy to configure, manage and use.
 - Deployed like any SIP extension off the call manager
- Ad-hoc conferencing capabilities for multi-way video conferencing and collaboration
 - Up to 4-way when deployed with Aastra communication servers
- Does not require the use of a Multipoint Control Unit (MCU)
- True HD video and audio communication
 - 720p HD 1280x720 video image resolution
 - G.719 super wideband and G.722 wideband audio
- Standard Telephony Features
 - On-screen dial pad, Hold, Transfer, 4-way Conference, Favorites, Call Forward, Call Pickup, Redial/Call Histories, BLF, DND, MWI
- Rich Presence capabilities including: Calendar and Line Status

- Built in VPN client for remote access
- Directory integration with LDAP, Microsoft Exchange
- 13 Inch Color TFT display
- Three high fidelity speakers providing left, right & central audio emission
- Four microphones that track voice location to minimize unwanted background noise
- Powerful presence and directory lookup feature allow ad-hoc conferencing at the click of a button
- Ability to run productivity enhancing applications simultaneously with video calling

3.2.2 Multiway Video Conferencing

Nowadays, the modern workforce is increasingly mobile and distributed. It has become imperative for businesses to make effective communication a priority in order to maintain a competitive edge. BluStar 8000i Desktop Media Phone, with its high-definition and lifelike realism of people allows users to be more productive and expressive. Body language is an integral part of human communication and with the BluStar 8000i users will be able to communicate and collaborate in a more natural and visual way.

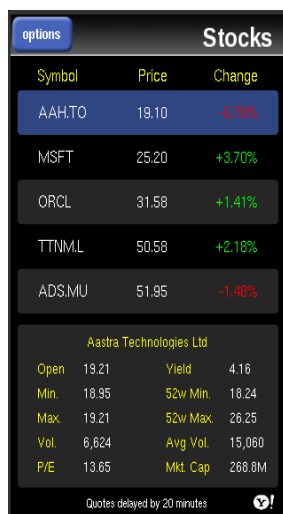
The BluStar 8000i offers true HD video quality with 720p @ 30 frames per second with progressive scan. The large 70 degree Field of View (FoV) built in camera captures both close up individual shots as well as suitable for small conference room usage.

Up to 4-way conferencing with Aastra communication servers in either portrait or landscape modes.



3.2.3 Applications

The BluStar 8000i has a unique business application dashboard which updates in real time. It truly connects conferencing and business intelligence into a single platform. The BluStar 8000i comes with basic built-in applications and integrated Aastra UC applications such as Solidus eCare. Half of the display is allocated to selected applications which offer services such as weather forecast, currency conversions and stock updates. Up to three applications can run concurrently with a video call.

Stocks

Symbol	Price	Change
AAH.TO	19.10	-0.70%
MSFT	25.20	+3.70%
ORCL	31.58	+1.41%
TTNML	50.58	+2.18%
ADSMU	51.95	-1.46%

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Open	19.21	Yield	4.16
Min	18.95	52w Min	18.24
Max	19.21	52w Max	26.25
Vol	6,624	Avg Vol	15,060
P/E	13.65	Mkt Cap	268.8M

Quotes delayed by 20 minutes



3.2.4 Rich Presence

The BluStar 8000i's rich presence capabilities improve productivity by making it easy to get in touch with contacts at the right time using the right mode of communication. It provides detailed information about a given user's current state and availability. When viewing entries in the favorites list users can see each contacts presence status. Available status information includes:

- Presence status bar - color coded for easy availability assessment
- Text status summary – Available, in meeting, busy, don not disturb, free text
- Line state details – PBX Line status
- Calendar presence information - Microsoft exchange calendar activity



Users of the BluStar 8000i will be able to view aggregated presence information from multiple devices, networks and applications to provide accurate view of user status. For example, when a contact's status is displayed as 'In a Meeting', navigating to the individual's partial contact information display will reveal when the meeting is scheduled to end and the full contact information display will show additional details such as the appointment's subject. This brings additional flexibility and creativity to the management of user interactions.

Rich presence features are supported in conjunction with Aastra's BluStar Server and Aastra's communication servers.

3.3 Telephony Features

3.3.1 Telephone features

- Hold
- Transfer
- Conference
- Favourites
- Call Forward
- Call Pickup
- Redial/call histories
- BLF
- DND
- Dedicated Voicemail key & MWI indicator

3.3.2 Contacts, Directory, Favorites, History

The BluStar 8000i can source contact and directory information from a variety of sources such as LDAP and exchange. Users can search and scroll through a lists of sorted contacts, directory and favorites making it intuitively easy to find contacts quickly.

3.3.3 Dynamic Search Features

Users can dynamically search (search refined after each character typed) through their contacts, favorites, directory and call histories on the search screen. The ability to dynamically search through all lists simultaneously makes for rapid identification of the desired contact.



3.4 *Bandwidth Management*

3.4.1 *Adaptive Channel Resolution*

The BluStar 8000i supports automatic adjustment of the channel resolution rate (and associated bandwidth) when quality of service issues are detected. This allows for users to have a reliable and useable experience rather than suffer unacceptable service degradation if network conditions are unable to support the required bandwidths.

3.5 *Built-in VPN Client*

BluStar 8000i devices have a built-in VPN client that can connect to a standalone VPN server. The open standard VPN client enables home office deployments to avoid the complexity of SBC and firewall configurations.

3.6 *Supported Languages*

Aastra BluStar 8000i supports the following languages:

- English, French, German, Italian, Spanish, Dutch, Chinese and Japanese.

3.7 Hardware Features and Overview

The BluStar 8000i was built from the ground up with the end user in mind. This meant a product that is easy to set up, easy to use, easy to share with and easy to collaborate on.



3.7.1 Large Color LCD Touch Screen

The BluStar 8000i features a large 13 inch (1366 x 768) color TFT display with touch sensitive interface supporting gesturing (drag and drop). The full 720P HD (High Definition) video support and true HD image (1280 x 720) natively displayed without scaling ensures high quality video during conferencing.

3.7.2 HD Audio

The BluStar 8000i delivers stunning audio quality that allows participants in a video conference to be heard clearly. With advanced acoustic features such as G.722 wideband codec support, three full duplex high fidelity speakers, wideband acoustic echo canceller (AEC) and automatic gain control the BluStar 8000i delivers stunning audio quality. Other features include microphone/speaker mute as well as the ability to manage individual and global volume of each participant's audio settings.



The BluStar 8000i also features a 4-element smart microphone array to track a participant's voice while speaking. Audio inputs/outputs include a modular headset connection (RJ-9), 3.5mm headset connector, and a 3.5mm external microphone connector.

3.7.3 HD Camera

The BluStar 8000i camera captures video at 1280 x 720 resolution and up to 30 frames per second with progressive scan. With a large 70 degree Field of View (FoV) and the ability to tilt the camera will allow for a true natural interaction with end-to-end HD video calling. The HD camera also comes equipped with a privacy shutter to prevent any video appearing during a video conference.



3.7.4 Biometric Input Sensor

The BluStar 8000i makes it easy for users to log into their 8000i using their fingerprints. Users will be able to lock and unlock their BluStar 8000i with a swipe of a finger providing fast and secure access.

3.7.5 Connectors/Ports

The BluStar 8000i has several connectors for various devices:

- Dual port Gigabit Ethernet Switch
- RJ9 Headset Jack
- 3.5mm microphone jack, supports 18KHz wideband
- 3.5mm stereo headphone jack, support 18KHz wideband
- 2 x USB 2.0 ports
- DC power connector (external AC adapter)



3.8 *BluStar 8000i In-box Components*

Included in the box will be a:

- "Quick Start Guide"
- Power Supply with EU & NA power cords
- HD Handset and handset cord
- Ethernet power cord
- BluStar Media Phone
- Protective card for network connection



4 Interoperability with Aastra solutions

The BluStar 8000i Desktop Media Phone is available as part of a standalone solution or fully integrated into Aastra's Unified Communications Platform. As a standalone solution, BluStar media phones and the BluStar Application Server (BAS) provide an extensive multi-way video conferencing and collaboration features. As part of a fully integrated Aastra UC solution, BluStar media phones connect directly to Aastra Call Managers (no BAS required) and provide a significant feature set such as peer-to-peer & up to 4-way calling in addition to a range of built in business productivity applications.

The BluStar 8000i is an open standards based SIP product and available for integration with any standards based call control.

5 Licensing

The BluStar 8000i is a video enabled SIP extension to the communication server, like all BluStar clients and devices. The BluStar 8000i device is logically separated from the user that logs into the device. Users themselves may need licenses allocated by the communication server to enable them to use a video enabled SIP device. Any user licensing requirements are determined by the communication platform that BluStar is connected to.

6 Acronyms

AD	Active Directory
BAS	BluStar Application Server
HD	High Definition
LAN	Local Area Network
LDAP	Lightweight Directory Access Protocol
SBC	Session Border Controller
SIP	Session Initiation Protocol
UCC	Unified Communication and Collaboration
VPN	Virtual Private Network

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