

It's no laughing  
matter



All the best deals  
for your business  
are right here.



Call Us : 1300 729 293

This one's worth  
a closer look



# Optus iPhone Premier.

- High quality voice calls
- Advanced calling features like Call Routing, Call Logs and Line Hunt
- Professional installation
- Keep your existing phone numbers
- Consolidated management of your broadband and phone service

# ipPhone Premier

## What is VoIP?

VoIP stands for Voice over Internet Protocol, a technology that transmits telephone calls over the Internet. Harnessing the power of our broadband network, Optus ipPhone Premier replaces your existing fixed line service<sup>1</sup> to deliver a high quality phone service with a host of easy-to-use features.



With Optus ipPhone Premier, you enjoy a high quality phone service with the flexibility and advanced benefits of VoIP technology.

## Features and benefits



### Quality service

Because your service is provided by one of Australia's most well known and trusted telecommunications suppliers, you can be sure that your voice calls are of the same quality as a fixed line service. Plus, the data you use for calls won't count towards your broadband data usage allowance. That means that even if your broadband is speed limited, your phone service won't be affected<sup>2</sup>.



### Advanced features

Access advanced calling features traditionally enjoyed by large organisations. With Optus ipPhone Premier, features such as Call Routing and Call Logs are easy to set up and simple to manage.



### Personal Agent

When you're online, this web-based tool lets you make and receive calls via your browser and offers a number of great call management features. Use Call Routing to set up your own Line Hunt according to the time of day and week or caller ID to make sure no calls go unanswered. The Personal Telephone Directory handles all your contacts and lets you make calls with the click of a button.



### Soft Phone

An application that's loaded onto your computer, the Soft Phone lets you make calls directly from your computer<sup>4</sup>. Styled like an on-screen telephone, you dial via your screen and use a headset to talk<sup>5</sup>. Call Logs keep a record of who you've been talking to and for how long.



### Multimedia Bolt On<sup>6</sup>

This Bolt On pack offers a host of features that make it easier to work smarter.

- Video conferencing lets you see who you are talking to – a simple and inexpensive way to meet with your staff and customers
- Presence is similar to instant messaging and lets you know who is online before you call
- File Share transfers files while you're online without the need for email
- Web Push shares a web page so you don't need to spell out the URL over the phone