

# Agenda



Brief Company Profile



Product – Corded Phones



Product – Cordless/Combo  
Phones



Product –  
Modems/Routers

# Brief Company Profile



## Innovation and Communication

**Binatone is a market leader in digital communication devices**

**Innovation has always been a core philosophy behind Binatone's product range**

### **Binatone Group UK Market Share Figures**

No. 2 market position with 30% market share (Jan-2011 data by GfK survey)

The only group to grow 2% in volume and 6% in value

**Customisation with convergence to maximize overall benefit.**

## Binatone has a rich history of innovation



**1959**

Imports the first transistor radio into the UK



**1974**

Produces TV games and VCR's, increasing the market 5 fold in 2 years



**1980**

Launches its version of the Walkman and outsells Sony in 1981



**1983**

First to enter the fixed line telecom market after deregulation of BT



**1996**

Rebrands Binatone Telecom Plc and introduces DECT phones throughout Europe



**2009**

Becomes Global Distributor Partner for Motorola Digital Photo Frames and Baby monitors



**2010**

Becomes the world first company to launch an Android based home phone





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## Corded Phone Range



# Trend 1

*Binatone*

## PABX Compatible SLIM Phone

Last Number Redial

Flash button

Ringer volume adjustment

Wall/Desk Mountable

Mute button ( press and hold)

Label for Phone Number

Compatible with most PABX systems



# Spirit 100

*Binatone*

## PABX Compatible Compact Phone

Last Number Redial

Mute button – press and hold

Flash button

Ringer volume adjustment

Ringer Indication LED

Wall/Desk Mountable

Compatible with most PABX systems



# Spirit 110

*Binatone*

## Basic Phone with 3 Direct Memories

3 Direct memory

Last number redial

Adjustable Ringer Volume

Ringer LED Indication

Wall mountable

Recall facility



# Spirit 510

*Binatone*

## 2 Line LCD Display Phone

2 Line Large display – 1 icon + 16 digits

3 One touch Memory keys

Visual Ringer

Date & Time display

Speakerphone

30 Incoming Caller Memories

10 Outgoing Call memories

Caller ID FSK/DTMF Auto Select

Hands free indication LED

4 levels of contrast adjustment

PABX Code setting



# Spirit 610

*Binatone*

## **Corded Phone with backlight and High Quality Speakerphone**

High Quality Speakerphone

Green backlight

3 One-Touch memories

40 Incoming Call memories

5 Outgoing Call Memories

FSK/DTMF Caller ID auto-detect

Music on Hold

Backlight requires batteries 2xAAA batteries

PABX Prefix

Area code setting





# Concept 710

*Binatone*

## Large LCD phone with Backlight and Speaker Phone

2 Line display – 1 icon + 16 digits

3 One touch Memory keys

Green Backlight

Date & Time display

30 Incoming Caller Memories with missed call indication

10 Outgoing Call memories

Caller ID FSK/DTMF Auto Select

Works without batteries

IC Based Speakerphone for good sound quality

Red Visual Ringer LED

Toggle Mute



# Concept 810

*Binatone*

## Large LCD phone with Backlight and Speaker Phone

Smart looking with Large LCD display with blue backlight

16 Ringer melodies including polyphonic ringer

Calendar display

Calculator function

8 One-Touch memories

99 Incoming Call memories

18 Outgoing Call Memories

FSK/DTMF Caller ID auto-detect

Music on Hold

Backlight requires batteries 2xAA batteries

PABX Prefix

Area code setting

Parallel phone alert – Anti-Steal function



# Features and design may be subject to change



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## Digital Cordless Range



# Activity 2100

*Binatone*

## Digital 2.4 GHz Cordless Phone

Blue Backlit display

Easy to use User Interface with text menus and icons

Two Way Hands-free digital Speakerphone

50 name and number Phone book

Caller ID with 50 name and number Call log

Talk/Recharge indicator

Convenient AAA NiMH rechargeable battery

Last 10 number Dialed Call List

DTMF / Pulse Dialing Selection

Visual & Audio Warning for low battery

Visual Warning of handset out of range

Handset / Keypad Lock

Up to 10 hours talk time and 100 hours standby



# Features and design may be subject to change

# Solas 1505

*Binatone*

## Digital CLIP Cordless Phone

- Orange backlit LCD screen
- 20 name and number phonebook
- Up to 10 hours talk time and up to 100 hours
- Hands-free speakerphone
- Conference calling facility
- Add up to 5 handsets
- Caller display for last 10 calls
- Last 5 number redial
- 10 ring tones
- Convenient AAA NIMH Rechargeable battery
- Wider Coverage
- Clock & Alarm



## Bluetooth Digital Cordless Phone

Blue backlit LCD screen

50 name and number phonebook

Up to 10 hours talk time and up to 100 hours

Hands-free speakerphone

Caller display for last 20 calls

Last 10 number redial

10 ring tones

**Pair Up to 2 Bluetooth mobiles OR 1 Bluetooth mobile + 1**

**Bluetooth headset actively linked simultaneously**





## Combo Phones



# Activity 4210 Combo

*Binatone*

## Combination of Corded & Digital Cordless

Blue backlit LCD on Handset and Base

150 Name & No. Phone book each on base and H/S

Speakerphone on Base and H/S

10 Ringer Melodies

3 Way Conference ( 2 internal & 1 external)

External/Internal call transfer between Handsets

Intercom between Base and H/S

Type 2 caller ID -Call Waiting caller ID

5 One touch Direct memories

14 Minutes Digital Answering M/c

Call screening on base and H/S





# Concept 3005 Combo

*Binatone*

## Power of Cordless & Convenience of Cordless

Orange backlit LCD screen (Cordless)

20 name and number phonebook

Up to 10 hours talk time and up to 100 hours

Hands-free speakerphone (on both – Base and Cordless)

3 Direct One Touch Memories (Base)

Conference calling facility

Add up to 5 handsets

Caller display for last 10 calls

Last 5 number redial

15 ring tones

Convenient AAA NIMH Rechargeable battery

Wider Coverage

Clock & Alarm





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## Modems/Routers



## 1 Port ADSL2+ Router

1 Ethernet port with 8 PVC support

High download speed up to 24 Mbps

TR-069 with Remote Firmware Upgrade Support

Supports full range of ADSL standards

Smart wizard configures the Router effortlessly

Built in Firewall with SPI capabilities

DHCP Client/Relay/Server



## 4 Port ADSL2+ Router with Wi-Fi

4 Ethernet Port ADSL2+ modem with Wi-Fi

8 PVC Support

High download speed up to 24 Mbps

TR-069 with Remote Firmware Upgrade Support

Built in Firewall with SPI capabilities

Plug and play configuration

Supports Voice, Data & Video Applications like IPTV

W LAN 802.11b/g

Improved Range ( longer antenna )

WDS Repeater function



**WR1500N**  
150Mbps Wi-Fi N Router

**Binatone**

## 150Mbps Wi-Fi N Router

High download/Upload speeds up to 150Mbps\*

Parental Controls for safe and secured usage

One Touch Wireless Protected set up

Supports TCP/IP, PPPoE, DHCP, ICMP, NAT

Qualcomm align atheros chipset

Provides 64/128/152-bit WEP encryption security

Provide Wireless Statistics

Remote Management



\*Speed depends on service provider.  
# Features and design may be subject to change

# WR3000N

300Mbps Wi-Fi N Router



## 300Mbps Wi-Fi N Router

- High download/Upload speeds up to 300Mbps\*
- Parental Controls for safe and secured usage
- One Touch Wireless Protected set up
- Supports TCP/IP, PPPoE, DHCP, ICMP, NAT
- Qualcomm XSPAN atheros chipset
- Provides 64/128/152-bit WEP encryption security
- Provide Wireless Statistics
- Remote Management



\*Speed depends on service provider.  
# Features and design may be subject to change

## 1500Mbps Wi-Fi N 3G Router

Connect your Data/3G Dongle and create Wi-Fi Network at Home/Office.

Connect Up to 16 devices wirelessly

High download/Upload speeds up to 150Mbps\*

Parental Controls for safe and secured usage

One Touch Wireless Protected set up

Supports TCP/IP, PPPoE, DHCP, ICMP, NAT

Qualcomm XSPAN atheros chipset

Provides 64/128/152-bit WEP encryption security

Provide Wireless Statistics

Remote Management

Convert  
**3G** to **WiFi**

Connect  
**16**  
up to  
devices



\*Speed depends on service provider.  
# Features and design may be subject to change



***Binatone***

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**Thank You!**

