

New wireless conferencing phone a first in the UK market

Submitted by: ClearOne Communications

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June 2004 - ClearOne Communications Incorporated, a worldwide leading manufacturer of conferencing products, launches the UK market's first entirely wireless conferencing phone.

Max Wireless, the first DECT wireless conferencing phone, is designed for use in small conference rooms and executive offices. It's sister product, the Max EX, is a traditional wired conferencing phone with unique expansion capabilities that enable up to four complete phones to be linked together for use in small, medium or large conference rooms. Both phones utilise ClearOne's (formerly Gentner) proven audio conferencing technology to deliver premium quality sound and performance.

According to Martin Offwood, managing director of ClearOne EMEA, the company now has 50 international channel partners throughout the world focused on selling the Max product line. "We are very pleased with sales of Max wired and wireless conferencing phones. Both products have greatly exceeded our early expectations," he said.

ClearOne's international partners echo the company's sentiment. "There is tremendous opportunity for Max in the Asia/Pacific region," said Soyoun Kim, of Daesin Electronics Communications in Korea. "Our customers are excited about having a high-quality alternative to existing conferencing phones and we are glad that Max is now available for international delivery."

"We are already seeing a lot of interest in ClearOne's Max products," said Steve Kelly, managing director of the major UK-based telecom equipment supplier, Incom. "With superb sound quality, the unique attributes of DECT Wireless, and expandability of the Max EX, both ClearOne products are rapidly becoming a very popular alternative to existing conferencing phones."

In addition to its growing international distribution base, ClearOne has 10 North American distributors focused on selling Max. The company has been shipping Max for nearly three months and continues to sign on new distribution partners.

The Max product line is being supported with advertising, public relations and channel promotions throughout the EMEA region. Adverts targeting the audiovisual, IT-telcom channels, and corporate end users are currently running in Comms Dealer, Communicate and AV Magazine. PR efforts will start targeting media in the same channels, as well as the business and consumer press. Channel promotions for the company's distributors and dealers are due to kick-off at the beginning of June.

Notes to editors

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ClearOne is a communications solutions company that provides audio, video and webconferencing products and services for organizations of all sizes. It is the only company that combines precision-engineered conferencing equipment and a comprehensive suite of conferencing services. The reliability, flexibility and performance of ClearOne's comprehensive solutions create a natural communications environment, which

saves time and money by enabling more effective and efficient communications.