



## Generate Revenue Inside and Outside Your Service Area.

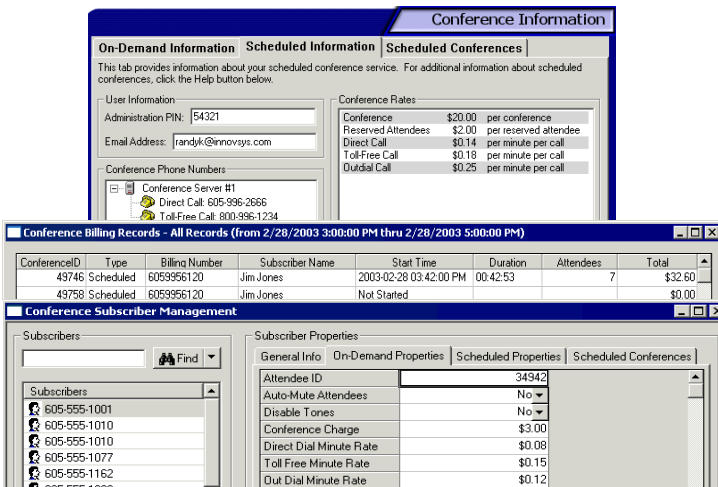
When you offer a high-quality dependable Conference Service, word of mouth will bring additional business outside of your traditional service area to your service.

Many existing conference bridge systems have significant limitations, including requiring Telco staff to set up and tear down each conference, few security features, and no method to provide accurate billing.

Innovative Systems has developed Conferencing Services that address all of these issues, allowing service providers to actively market audio conferencing to their large and small businesses, local schools, hospitals, and residential customers. The Conferencing Service can generate EMI records for processing in your billing system and presentation with the subscriber's regular toll charges.

## Billing for Your Conference Service

You can be creative in how you bill for AP Conference Calling service. Some users could be billed a flat rate monthly charge while others are billed based on their usage. The service can generate EMI billing records that reflect the total amount for a conference call – all billing parameters included. The service can also generate an XML billing record file showing complete details of all conference calling activity. Finally, you can view the detailed billing information from the APAC Conference Billing window as well.



Easy To Manage With Flexible Billing Options

## Three Options for Conferencing Services

### Scheduled Conferencing

Subscribers schedule conference ports ahead of time; secure system; allows for custom pricing; on - line conference management available with ISIA.

### On Demand Conferencing

Subscribers conference at any time provided ports are available; secure system; allows for custom pricing; on - line conference management available with ISIA.

### Basic Conferencing

Subscribers conference at any time provided ports are available; no previous account or conference setup is required; secure and private conferences.

Any combination of these services can be deployed on the same AP System. All services enable subscribers to manage and conduct conferences without the Telco's assistance. On Demand and Scheduled services allow optional Conference Internet Access where subscribers can manage multiple aspects of the conference right from the Internet. The Internet features give your company another way to add value to your service.

## Capacity

Up to 64 ports (DS-0s) can be licensed in each of the two AP units, for a system maximum of 128 ports.\* Up to 32 conference calls can be conducted simultaneously (16 on each AP unit) with a maximum number of 64 attendees in the same conference. The AP Conferencing services are licensed in four-port increments, thus allowing the system capacity to grow as use increases.

\* With Rev 3.0 Hardware and AP Software Release 5.1.

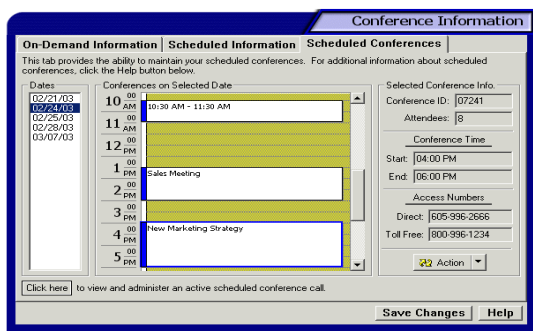
## Simplicity for the Customer

The Scheduled and On Demand Conference Administrator gains access to the web administration from [www.managemyphone.com](http://www.managemyphone.com). With a unique password and ID, they schedule and set up their conference and manage each attendee.

Attendees can be directed to dial either an 800 number (if provided by the Telco) or a direct access number. This allows Conference Administrators (subscribers) to pay the toll charge for some or all of the attendees if they choose to.

## Scheduled Conference Service

Scheduled Conference Calling allows subscribers to request and reserve ports for their upcoming conference call. Once a subscriber is set up for conference service and any billing rates have been established, they can use the Internet to schedule calls; notify attendees of the call details; and more. Once a call is in progress, they can manage it online using the online management functions.



Easy To Set Up - Much Like Outlook Calendar Event

## On Demand Conference Service

On Demand Conference Calling allows subscribers to quickly arrange and conduct conference calls as needed.

The Conference Administrator (the billed customer) gives each conference attendee an access number to dial (either direct or 800) and the Attendee ID number. At the specified time of the conference, attendees dial the number and, when prompted, enter the Attendee ID number.

Attendees are joined into a conference when the conference administrator calls in to the conference, thus ensuring privacy and security for the participants.

## Basic Conference Service

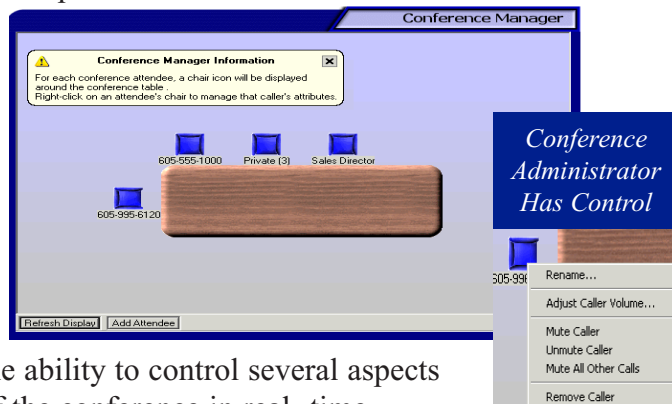
Basic Conferencing is similar to what you may be able to offer with a DACS in that everyone uses the same telephone number to access the system. But that's about all that is the same.

Basic Conference Calling is more secure for your subscribers because the subscriber selects a 5-digit identification number for the conference call. Only those who know the ID number can access the conference.

Basic Conference Calling does not require your staff to perform any kind of scheduling or setup. Deploy Basic Conference service on your AP and let subscribers know the access telephone number. This turn-key service doesn't include our billing or web management options. Additional revenue comes from an increase in terminating minutes.

## Internet Enhanced Conference Management

The Conference Administrator can manage Scheduled or On Demand conferences using the Internet Enhanced Conference System (*Telco must implement ISIA software*) from the website [www.managemyphone.com](http://www.managemyphone.com). This optional feature enables a Conference Administrator



the ability to control several aspects of the conference in real-time from the Web. In the Conference Manager window, the Conference Administrator views a conference table as shown here. A chair icon represents each attendee. The label below each chair displays the name or phone number of the attendee. If the attendee's phone number is marked as private or is unknown, the administrator may right click on the participant icon and insert the caller's name. A microphone icon will appear whenever a participant is speaking. E-mail attendees from the system the date, time, access phone number and conference ID number.