

APMAX Enhanced Services

Over 850 Systems
Deployed in North
America & Growing





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THE NEW MLTS 911 Notify Service

Innovative Systems introduces MLTS 911 Notify Service to help meet federal regulation about providing internal dispatch location for 911 calls in multi-line telephone systems (MLTS) environments. Recent FCC regulations now require call notification for all 911 calls to deliver on-site notification which will alert on-site personnel that can assist emergency service to the correct location of the emergency.

Notification Details:

- The APMAX will deliver notify messages with details of the 911 call location
- The C15 will print a message when 911 notify messages fail to send to the APMAX
- APMAX logs deliver information about provisioning as well as 911 calls



From: IS Testing <E911@innovsys.com>

Sent: Tuesday, March 10, 2020 4:39 PM

To: 911@innovsys.com

Subject: 911 Call

605-996-1229 located at East Break Room at
1000 Innovative Dr,
Mitchell, SD 57301 just dialed 911.

System Requirements:

- APMAX Base Platform 4.6 or newer
- NineOneOneNotification 1.07+SS7 connectivity
- Ribbon C15 Rel 16 Patch 3 bundle or C15 Rel 17

APMAX UI Configuration:

This service is configured in the APMAX UI by the service provider. It is also configurable via the E911 Web Portal for end-users who want to manage their own MLTS Notify information and relieve service providers of customers that make frequent changes.

Application Server



Designed for Telcos

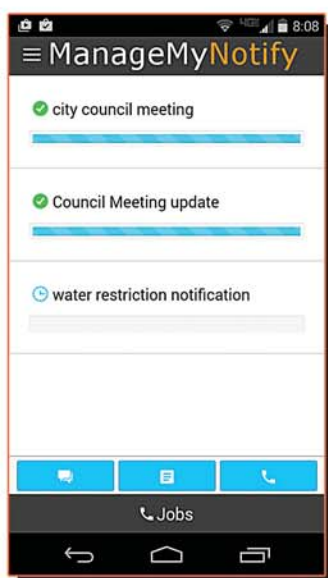
- Over 850 systems deployed
- Redundant Carrier Grade system
- Built-In Web Servers
- Delivers Enhanced Voice

Enhanced Voice Platform That Just Works!

From Alaska to New York and everywhere in between, APMax has been blocking Robocalls, delivering Caller ID, managing SIP phones, and bringing emergency responders together on a redundant fail-safe platform.

HTML5 Mobile Apps for Android and iOS Devices

It's an App-centric world now, and APMax has many Apps for popular voice services like Unified Messaging, Notify Plus, Single Number Service, and more to come!



TDM and IP Interfaces

A single APMax system can interface with legacy switches using TDM, AIN, and ISUP while simultaneously interfacing to next generation switches using SIP, RTP, UDP, TCP, HTTP, and HTTPS.

Interfaces (per system)

16 DS-1 (384 DS-0s)	SIP, FTP
Two DS-3 (1344 DS-0s)	TFTP, RTP
Four RS 232/449/V.35	HTTP, HTTPS
MF and DTMF	SOAP...
SS7 (ISUP,TCAP,AIN)	8 Ports

Your Hosted Voice Partner

With IP connectivity, APMax provides a host of services that are a perfect fit for your Hosted Voice Bundles. Mass Notification, Unified Messaging, Conferencing, SIP Device Management, and Call Center Software can be efficiently managed from a single Windows-based Graphical User Interface.

Pre-Stage Packages

To improve efficiency of the software update process, service and platform packages are automatically downloaded to the APMax in pre-stage mode. Administrators can then complete the install process at their convenience.

Application Server

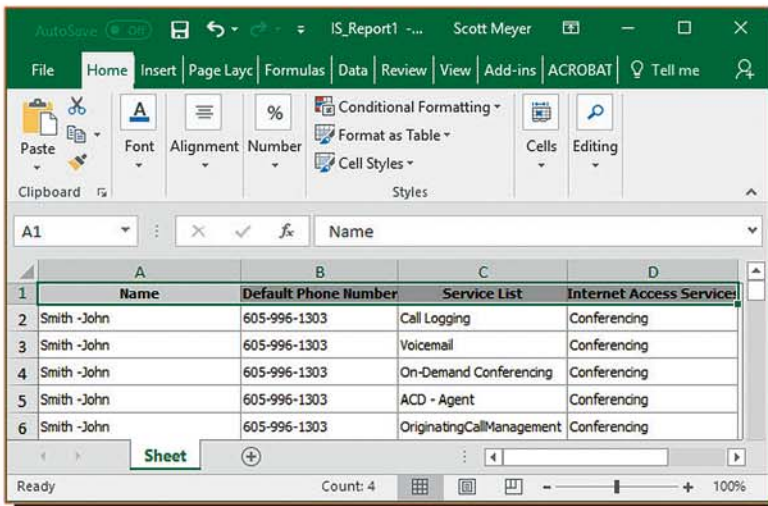


Report Viewer

Create and view reports for subscribers and enhanced services associated with an APMAX system. Results can be exported to an Excel spreadsheet and then e-mailed to the appropriate staff.

Call Recording for Ribbon C-15 Providers

Inbound or outbound calls can easily be recorded and archived. This service will be beneficial for businesses that need to meet compliance requirements for security and other purposes.



Versatile Streaming Audio Support

- Uses recorded audio from the APMAX or live streams from a phone or the Internet.
- Supports HD (16 bit) Audio.
- Plays streams in ACD and Conferencing as hold music.
- Streams to the C15 using Dedicated Announcements for C15 Music on Hold.

Built-In Diagnostics

This diagnostic process initiated through the APMAX UI collects current statuses, logs, statistics, core file information, and more. It also delivers the data to customer support via e-mail.

Optional Service Provisioning Host

This feature can serve as the gateway to auto-provisioning of your APMAX enhanced services. The Service Provisioning Host will interface with the APMAX and your billing system to provide seamless flow-through from the order entry point to the APMAX. An open Application Programming Interface (API) provides for added customization options.

Use the Service Provisioning Host for these APMAX enhanced services:

- Unified Messaging/Voicemail
- Change Number
- Terminating Call Manager
- Calling Name
- Conferencing
- Call Logging
- Local Number Portability
- Originating Call Management
- Single Number UCM
- Wireless OTA
- Notify Plus

Simplified Subscriber-Based Provisioning

- Views multiple accounts simultaneously.
- Views all subscribed services in one screen.
- Supports multiple subscriber locations on one account.
- Does not require phone number.
- Searches by name, billing account, phone, e-mail address, and mailbox number.

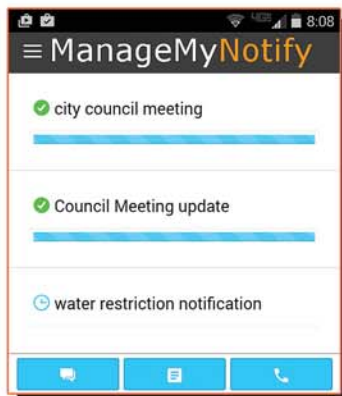
Innovsurance

This is your protection against hardware failure at the lowest cost in the industry. This coverage also includes free software upgrades for the base hardware and any existing enhanced service software that you have on your APMAX.

Notify Plus

Automated Message Delivery Service

- Notifies thousands of people by phone, text, or e-mail
- Schedules message deliveries months in advance
- Receives reports after completed Notification Jobs



"We use Notify Plus as the only way of notifying our late pay customers and save over \$17,000 annually."

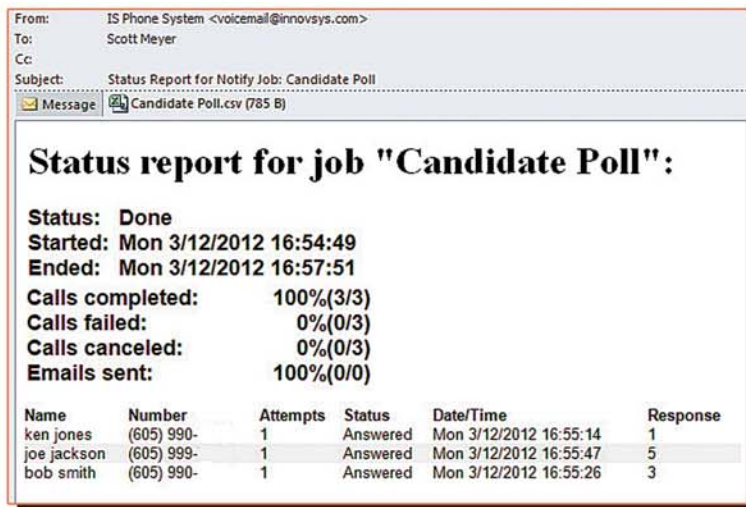
Kyle Randleman, Star Tel, Clinton, NC

"Our gratitude goes out to Adams Telephone for providing us with Adams Notify, an easy & reliable way to inform our residents of pertinent information, while being affordable."

Adams County Health Dept., Mendon, IL

The Swiss Army Knife of Notification Services

Let Notify Plus efficiently and quickly deliver texts, e-mail, and voice notification messages in a single job. After a notification job is completed, the service will generate an e-mail report that details the response information. The e-mail also includes an attached spreadsheet with job details.



Supports Call Transfer

Contacts can have the option for up to three transfer selections to transfer to certain APMAX services, Bill Pay IVR, or any other phone number associated with the job.

Integrates with eLation Billing Software

eLation sends a non-pay notification list to the service, and it makes the calls for the scheduled time. An activity log entry will then be created on the customer's account regarding the status of the message.

Unlimited Applications

- Meeting Notifications
- Expiration Notices
- Prescription Renewals
- Scheduled Maintenance Reminders

E-mail Job Reports

E-mail reports with an attached spreadsheet status report are available for every entry in a completed job.

Remote Message Recording

Add new recordings through an IVR and then manage them with the Web Portal option.

Phone IVR Job Activation

Subscribers can call an administrative number to activate a notification job.

Automated Text Gateway Option

Subscribers can get direct SMS support using Twilio.

Notify Mobile App

This optional HTML5 feature lets subscribers manage the service with their mobile devices.

Compliance Enhancement

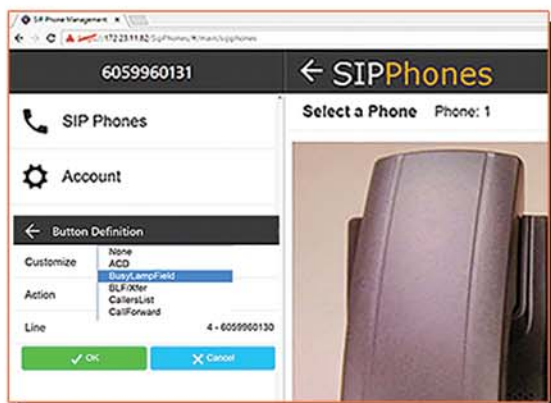
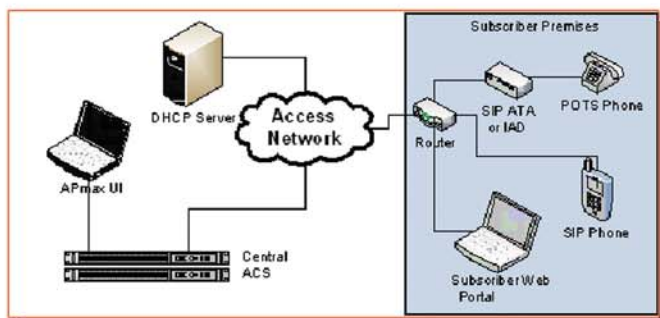
FCC regulations require specific features for subscribers using automated calling services for advertising. Notify Plus can be configured to meet these regulatory requirements.

ACS software benefits service providers that are offering hosted SIP phone services by moving device management to the UI. This service allows fast response for customer change requests with mouse clicks instead of truck rolls!

Automated Configuration Service (SIP ACS)

"Making changes in the ACS template is far easier than setting up a service call and doing it at the customer's office."

**Mike Sargent, Network Planner,
GSC Network, South Weare, NH**



Control at the service provider level can minimize the support issues associated with the complexities of implementing intelligent SIP user agents, improving the overall quality of service while managing costs and reducing on-site service calls.

SIP ACS Handles Firmware Upgrades

If any of your ACS supported SIP phones need important firmware updates, those updates will be pre-staged and ready for you to install. Once installed, SIP ACS will push the updated firmware to these phones.

Create Unique Groups

For testing purposes or for special client needs, ACS allows for creation of multiple SIP groups.

Web Portal Management

Customers can change key phone settings from the APMAX Web Portal.

Key Features

- Automatic provisioning of new subscriber devices
- Re-provisioning of existing subscriber devices
- Device specific firmware management
- Visual provisioning of soft keys
- Sidecar Support
- Ribbon C15 MADN Support

Optional Hot-Desking Feature

This feature integrates with the APMAX ACD service and is a single shared SIP phone that allows for multiple profiles.

One-Button Provisioning

Bench provisioned phones can be programmed with a provisioning button, making it easy for customers and techs to plug and play the phones from the customer premise.



Supported Phones

ACS supports 9 different brands and over 60 models from Soft Phones to Video SIP Phones.



Automated Call Distribution

ACD is designed to reduce the time callers are on hold before reaching a CSR. Businesses that want easy access to recordings from their agents will also benefit from this service.

How It Works

When calls are routed to ACD from the network switch, ACD answers the call and interacts with the caller. It determines how to route the caller and provides the conferencing and recording functionality. The APMAX Web Server delivers the Agent Call Manager and Supervisory Summary Screen through IP.

Key Features of ACD

- Agents and supervisors can work remotely.
- Supervisors can monitor in-progress calls.
- You can send recordings to a secure FTP site for historical access.
- Integration with APMAX Unified Messaging and Auto Attendant services is available.
- Agents and Supervisors can download recordings for up to 28 days.
- Call Park and Pickup are available options.

Customize Call Center to Department Level

With ACD, you can create as many departments as needed with a custom greeting for each department. Configure the overflow feature if you need certain departments to assist during peak traffic times.

Queue and Contact Management Features

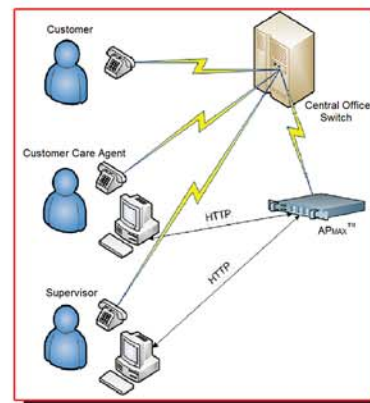
- ACD call centers can be configured to announce what position a caller is in the queue.
- Queue Escape lets callers choose call back, voicemail, main menu, and new agent options.
- Editable contact lists are available through the Call Manager.
- Agents and Supervisors can listen to and download recordings and APMAX voicemail from the Call Manager.

Agent Console

The agent console is an HTML5 URL that indicates availability, interacts with the supervisor, and provides information on incoming calls including Call Group and Caller ID Display which could include the caller's name.

Agents have multiple transfer and hold options to efficiently handle the inbound call traffic.

Automated Call Distribution

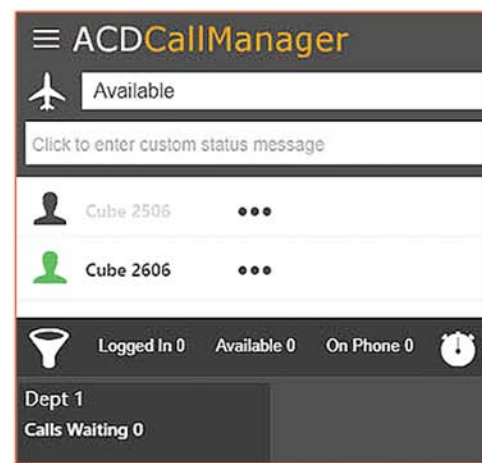


"If one rep is doing a really good job of selling, we can take their recording and share it with others; this has been very beneficial for us."

**Patrick Scully, Marquette-Adams
Telephone, Oxford, WI**

Agent Phone Sharing

With the APMAX ACS and Hot Desking option, different agents can share the same phone and log in with their personal settings and Call Manager.



Balance and Payment IVR Service

This service teams the APMAX with Innovative Systems eLation OSS Billing Solution to give customers access to their important billing information. The B&P IVR also lets customers make payments to their accounts over the phone. The biggest benefit is convenience for your customers, allowing them to avoid late payment charges and unnecessary trips to your retail office or the post office to pay their bills.

How It Works

When customers dial a specific number or feature code the APMAX will then give them access to an IVR Menu that will direct the caller to the desired function or to customer support for more assistance. This service can also be delivered as a hosted solution without an APMAX, please contact your Sales Director.

Pay Feature

The Pay feature gives the caller the ability to pay the current balance in full or create a custom payment amount. The caller may make a payment using either a credit card or checking account on file.

Balance Feature

The Balance function queries the billing database for the customer's current due balance. The service receives the current data and compiles a custom announcement.

Feature Code Functionality

The service can be configured for dialing a short feature code such as 611, or by dialing another main access number.

"I recently accessed the ACD training materials on the innovsys.com support website, and we are using them for a large customer Call Center. They work great; thank you for providing these valuable training tools!"

Bob VanDelinder, Empire Access, Prattsburg, NY

Integrated With eLation OSS

- Use IVR to Make Payments
- Access Account and Payment Info
- Hear Last Confirmed Payment
- Keep Track of Minute /Data Usage

Account	
Account Code	
Account ID	0
Has Automatic Checking On File	No
Has Credit Card On File	No
Next Invoice Date	1/1/0001
Open Balance	0
Payment Due Date	1/1/0001
Credit Card Fixed Handling Fee	0
Credit Card Variable Rate Handling Fee	0
Service ID	0
Account Class Code	32

Payment Amount: Payment Date:

Integrates with APMAX Auto Attendant

The Balance and Payment IVR service in conjunction with APMAX Auto Attendant can free up agents from taking payments manually over the phone by giving callers an option to transfer to the IVR service.



Unified Communications for Business and Residential

- Auto Attendant feature enhances your Hosted PBX
- Voicemail to E-mail mobilizes Messaging
- HTML5 Web Portal offers Message Recording
- Voice to Text Messaging option

Unified Messaging

"With our new voicemail to e-mail feature, every school employee has near real-time access to their phone messages because they are always connected to the Internet with their computers."

Steve Law, John Stark Regional High School, New Hampshire

Scalable, Reliable, Compatible Service

APMax provides a central office upgrade platform providing 384 SIP or DS-0 channels and up to 29,000 hours of redundant message storage. Unified Messaging is scalable, allowing you to have from 100 to 125,000 mailboxes.

Built-In Automated Attendant Functions

Subscribers can define unlimited menu levels with Automated Attendant, which can be set to play a message, forward a call to a specific telephone number, implement a dial by name directory, and activate the service for operation on specific time of day and day of week configuration.

Outstanding Conversion and Support

If you are replacing a voicemail system, often we can automate the conversion of subscriber information in preparation for the cutover.

Key Messaging Features

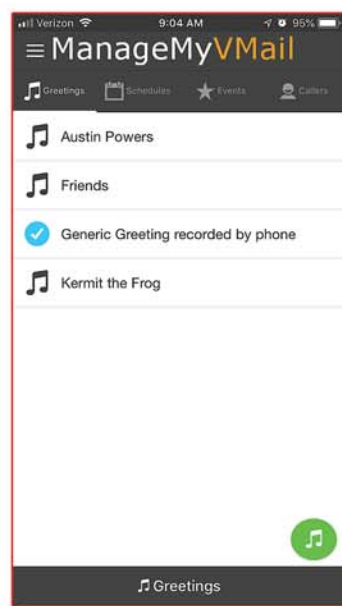
- Voicemail to Text - Text transcription of voicemail messages - *see Unified Messaging Voice to Text on page 12.*
- MP3 support for mobile devices
- Disable mailboxes of your seasonal customers or on a late pay
- Allows for voicemail transfers to a centrex extension
- Test notifications
- Centrex digit dialing

Integrates with Other APMax Services

- Single Number Service
- Telemarketer Call Screening
- Auto Attendant
- Notify Plus
- Automated Call Distribution

Mailbox Features

- Call Screening Pickup
- Sub Mailboxes
- Greeting Only Mailboxes
- Temporary Greetings
- Up to 100 Custom Greetings
- Auto Attendant Time-Out Digit
- Scheduling
- Caller Specific Greetings
- Spanish Language Settings
- Record Name
- Routing Mailbox
- Associated Numbers for Wireless phones
- Out Dial (Transfer to Number)
- Main Menu Out Dial Number
- Message Delivery to Non-Subscribers
- Auto Attendant Outdial
- Auto Attendant Integration with the optional ACD Service



Voicemail to E-mail

It's really very simple for subscribers to use voicemail to e-mail with any e-mail account. Subscribers can receive voicemail messages at multiple e-mail addresses if they desire. Messages will play on either a PC or Mac.

With voicemail to e-mail, subscribers have the option to delete voice messages directly from the e-mail while still keeping the attached audio file in the e-mail for as long as needed. Links in the e-mail message allow the subscriber to save or delete messages from the system which will also remove message-waiting indication from their line.



Branding Opportunity

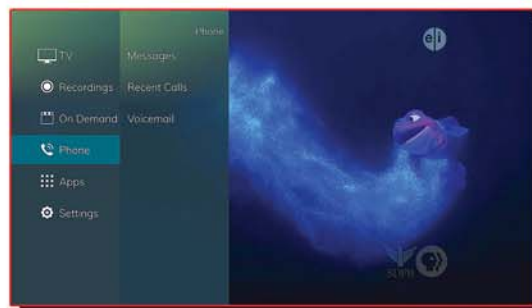
The voicemail to e-mail message is an HTML file which makes it possible for you to customize the message to look as you want it. You could have it coordinate with your company website, incorporate hyperlinks, or promote services as needed.

New Feature: If you share an APMAX system, you can have multiple e-mail notification centers.

Web Portal Option

The new responsive design, HTML5 Web Portal, simplifies the subscriber's online voice message management.

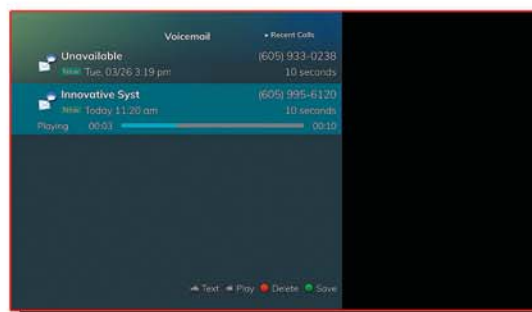
See the HTML5 Web Portal on page 17 for more information.



Screen Pop Message Waiting Indication (on the TV)

If you offer IPTV services to your subscribers, it is possible to send Message Waiting Indication to the subscriber's television. With Middleware from Innovative Systems, subscribers can listen to their messages on-screen!

Contact the Sales Department at Innovative Systems for a full list of Unified Messaging features.



Unified Messaging

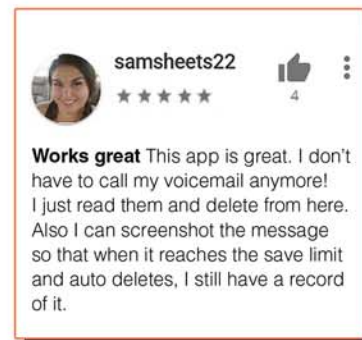
ManageMyVMail App*



Key Features

- View list of messages
- Listen to audio
- View text transcription
- Delete messages
- Manage greetings

Voice to Text*



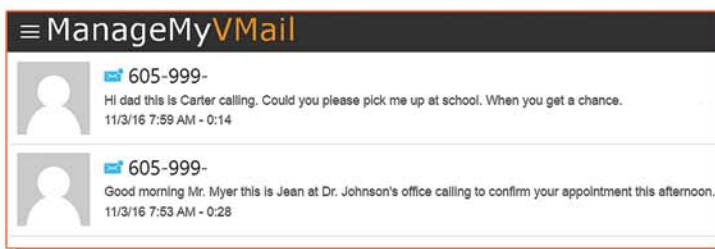
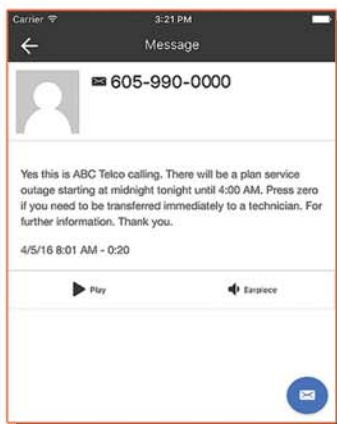
Subscribers Love Voice to Text!

- Subscriber can receive MP3 or .wav files of the actual voice message along with the text transcription.
- System is highly scalable for small to large providers.
- The text transcription is saved with the message and is available for display on the IPTV Middleware from Innovative Systems.
- Transcription can be included in SMS, MMS, or HTML e-mail along with an attachment of the recorded message that was left by the caller.
- Users' personal messages are assured to remain private since humans are never used in the transcription process.

How It Works

- Caller leaves a voice message in a subscriber's mail box with the voicemail to text feature.
- The APMx sends the audio file for transcription.
- Transcription time is normally equal to the length of the message.
- Notification with text transcription is sent to the subscriber.
- Text messages are retained on the APMx with the original voicemail message and are removed when the voicemail message is deleted.

**The voice to text transcription is an additional cost.
Ask your IS Account Manager for more details.*



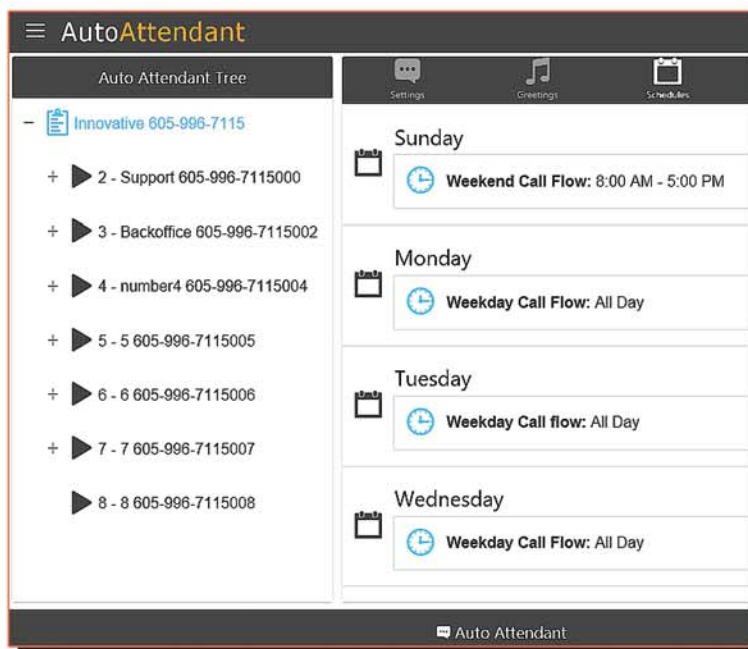
Unified Messaging Automated Attendant

Professional Business Call Routing

- Automated Receptionist
- Finds Employees by Name or Extension
- Use to route calls after hours and weekends
- Integrates with other APMAX services

Component for Hosted Business Offerings

The versatility of APMAX Auto Attendant is a good fit for your demanding business customers. Time of day routing can send after-hours calls to a multi-layered menu for your customer's support or immediate response teams. If an Automated Attendant is needed to transfer callers into a call center, this service can save the expense of a live operator.



Integrates with Other APMAX Services

Automated Attendant can be used in conjunction with other APMAX services such as Single Number service for easy location of essential or on-call staff who are at times only reachable with wireless devices. The notification features contained in the Unified Messaging service such as Voice Messaging to E-mail also enhance Automated Attendant. This service can also be used along with the APMAX Automated Call Distribution service.

Unique Features

Time of Day Routing

Routing calls to destination number or mailboxes based on time or day of the week gives subscribers options about how calls will flow through the Automated Attendant. The Auto Attendant can also be the first response to callers.

Time and Greeting Specific

The Automated Attendant service can play specific greetings based on the following criteria: Calling Party (NPA/NXX) Wildcards, Holiday, Day of Week, or Time of Day. The service may be configured to be active only at specific times of the day and may have separate settings for each day of the week.

Time-Out Selection

You can configure Auto Attendant to direct a call to a different number if no action is taken.

Statistical Reporting

With the APMAX Report Viewer, service providers can pull Auto Attendant Counts for any Auto Attendant.

Configurable Greeting Nodes

Custom greetings can be configured to play multiple times with configurable wait times before repeating.

Single Number Service UCM



"Law enforcement can be a fast-changing business, and with Single Number Service, we have the flexibility to reconfigure our call patterns at a moment's notice with the Web Portal."

Tom Fridley, Sanborn County Sheriff, Woonsocket, SD

One Number Locator Service

- Unattended Number reaches up to 9 unique numbers
- Activate or Deactivate the service from the phone or HTML5 Web Portal
- Verification Feature identifies whom the callers are trying to reach

Caller Notification Option

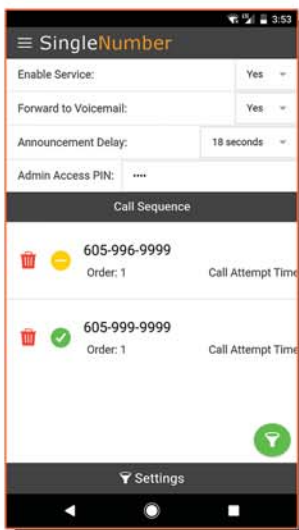
When a caller reaches a Single Number Service subscriber, the service can alert the caller that it is attempting to locate the subscriber by announcing, "Attempting to locate (Subscriber's Name). * Please stay on the line." The subscriber defines how long to wait to play this announcement for the caller.

Reaching the Right Person

The service offers a call verification option so when a call is answered, the Single Number Service can announce, "I have a call for (Subscriber's Name). * If that person is available at this number, press '1'; otherwise, hang up."

Single Number Service Web Portal Control and IVR Option

The Web Portal gives subscribers an easy way to turn on and turn off the service. Subscribers can temporarily deactivate specific configured numbers from the call sequence without losing the data settings. Subscribers can also call an administrative number to turn the service on and off.



**For a subscriber's name to play, it must be recorded in the APMAX Unified Messaging service.*

Use Existing Number

This service allows for protection of employee mobile numbers that can "hide" behind their published office number.

Unique Transfer Digit Feature

Subscribers can set up to 9 numbers with a transfer call option. For example, you have just taken a call on your landline. You need to leave the building, but you also need to finish your conversation. Simply press *1 to transfer the call to your wireless phone, and you are free to go.

Allows Conference Functionality

Up to 9 numbers in the calling configuration can be part of a conference call. For example, a business manager could have a wireless number in the business line's calling sequence. Using the transfer digit feature, this number can be added into a conference call if desired.

Integrates with Other Services

Subscribers with APMAX Unified Messaging can allow callers to be forwarded to voicemail if no one is located. The service can also be a part of the APMAX Auto Attendant service as a way to locate department employees who are frequently out of the office.

Originating Call Manager / Account Code Plus

Three Services in One!

- Blocks outbound Long Distance Calls without a Pass Code
- Sets minute restrictions for your Budget Phone service offerings
- Accounting service for client call times



“OCM gives us a reliable way to limit the number of local calling minutes in our SAFETel Product here at TCT.”

Richard Wardell, Network Operations Manager TCT, Basin, WY

The OCM

- Controls the type of calls that are placed from a subscriber's phone.
- Restricts access to specific phone numbers.
- “Blocks” or “Allows” call types, including International, 10-10-X, Operator, Long Distance, and Local.

Account Code Plus

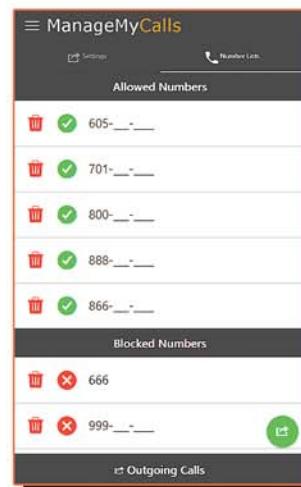
- Providers can require an Account Code before placing calls.
- Account codes are verified against a predefined list of codes that are valid for that subscriber.
- Blocking of international calls can be set up.
- Blocking for any type of non-911 outbound calls for residential and commercial accounts can be configured.
- Time limitations on calls to specific numbers can be initiated.
- This feature could be used to monitor call minute usage for efficiency or employee abuse.

Web Portal Customer Care

With the new HTML5 format, subscribers can manage their allowed/blocked lists and set up Account Code credentials.

Budget Toll Lets You Offer a Basic Phone Service

A subscriber is allotted a specific number of minutes per month. When more than 100 minutes of time remain, the feature is transparent to the user. An announcement will be provided to the caller when calls are originated with less than 100 minutes of time remaining. Once the allotted time has been depleted, a subscriber attempting to place a non-911 call will receive an announcement stating that their time has expired and they will be unable to place the call.



Conferencing

With built-in APMAX web servers, the local service provider has the competitive advantage of offering subscribers an internally hosted option for subscriber administration and recording of their conference calls. It provides subscribers a secure conferencing service with local billing. Let your local reputation for good customer service stand out over the web-based conference providers.

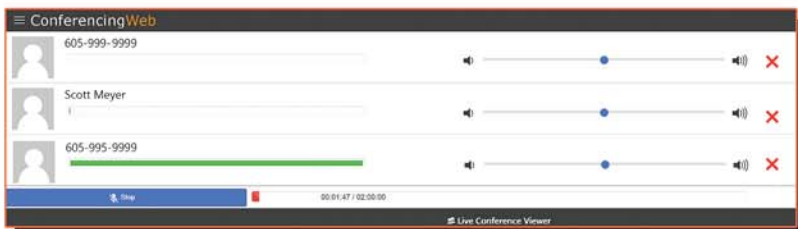


Basic Conferencing

- Callers dial a designated number.
- Callers are prompted for unique 5 digit PIN # of their choice.
- Conference proceeds until the last caller hangs up.
- Service provider generates revenue from terminating minutes.

On-Demand Conferencing

- EMI and XML billing record options
- Web Portal administration
- Recording option
- Flexible billing options
 - Flat rate • Monthly charge • Usage • Attendee charges
 - Direct-dial minutes • Toll-free minutes
- Quiet Mode (no entry or exit beeps)
- Advisory message for recorded conference calls
- Customizable intro message
- All or individual attendee muting options
- The administrator can use the Call Manager to add attendees during an in-progress call without a conference ID #.
- Service provider can identify a maximum number of ports that any one customer can utilize.



Conference Calls for up to 128 People at a Time

- Conference Calls can be Recorded and Saved to your PC
- Administrators can instantly add new people from a Web Portal
- A Quiet Mode mutes all attendees except the Administrator

Web Portal Saves Time and Reduces Support Calls

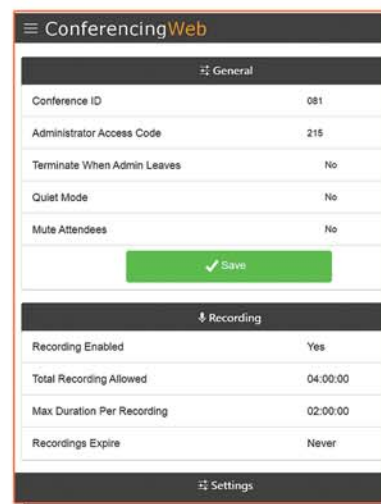
Subscribers won't need to call support for lost or forgotten phone numbers and passwords with access to the Web Portal option.

Quality Control for Conference Administrators

Background noise and volume levels of attendees can be controlled by the conference administrator with the Web Portal option. The On-Demand Conferencing service also allows administrators to carry on private conversations with any of the attendees during the conference.

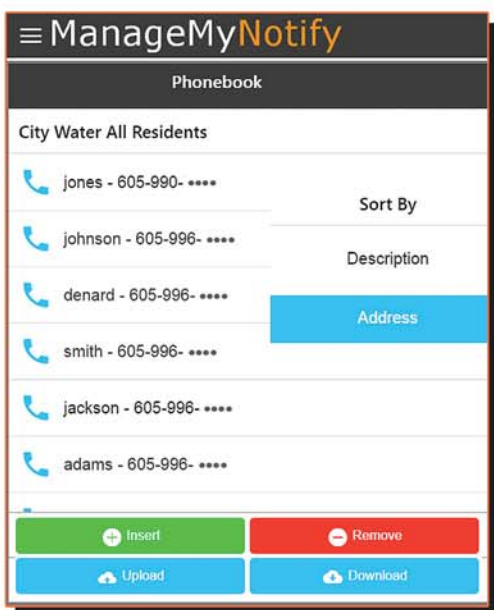
Conference Recording

An accurate account of what was said during a conference can be vital for certain users. With On-Demand Conferencing, subscribers can listen to the conference recording with the Web Portal option, or they can download the recorded conference to their computer for a permanent record.



HTML5 Web Portal and Mobile Apps

The APMAX Web Portal has transitioned to an HTML5 format which better facilitates Mobile Apps and Responsive Web Design. This provides your customers the power to control their services whether they are in the office or on the go.



HTML5 Supported Services

- Unified Messaging
- On-Demand Conferencing
- Single Number
- Notify Plus
- IPTV Middleware
- ACS SIP Phone Provisioning
- TCM Call Screening
- OCM and Account Code Management
- ACD Automated Call Distribution
- Auto Attendant

Voice and Video Customer Care

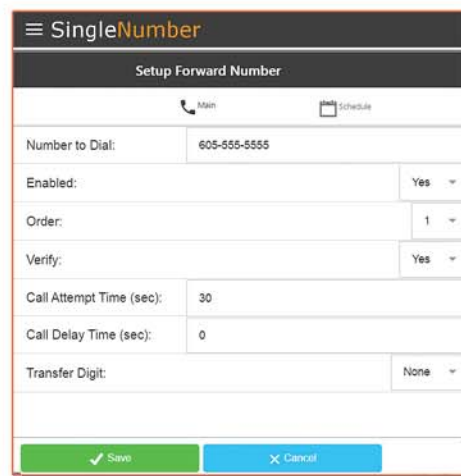
- Subscribers have control over their enhanced services 24/7
- Reduce support calls for service settings
- Service Centric URLs

Key Administrative Features

- Enable and disable services.
- Allow SIP Phone Management with ACS Service
- Activate/deactivate custom greetings that callers will hear
- Play, transfer, and delete voice messages
- Edit e-mail addresses from your voicemail to e-mail notification
- Listen to archive of recorded On-Demand Conference calls
- Adjust volume, mute, record, and add attendees to On-Demand Conference calls
- Set up and administer Notify Plus notification jobs
- Change Find Me phone numbers in your Single Number service

Hosted Business Value Add Feature

The Web Portal adds value for your small business customer with ACS SIP Phone Service, Unified Messaging, Single Number Service, Notify Plus, and On-Demand Conferencing.



Firebar

Firebar provides your community with a reliable, efficient, and highly adaptable way of connecting all your emergency responders to a call so they can quickly implement an action plan.



Customizable DN Settings

Each responder can have his or her own settings related to call forwarding, ring settings, barge-in, and verification.

Recording Capability

Emergency personnel will receive an e-mail with a recording of calls initiated through the Firebar.

"Our International Airport uses Firebar once a week, and we are very pleased with how fast it is to reach the 911 center, the fire department, and the runway maintenance personnel. I would encourage service providers to reach out to their respective airports to offer Firebar as an option for this application."

Bob Meagher, SRT, Minot, ND

Firebar is used to reach predesignated responders simultaneously when a call is placed to an emergency phone number.

During a Firebar Call

When a call is placed to the designated emergency response number, the call is routed to the APMax which activates the Firebar service. This in turn places the outgoing calls to the specified DNs (responders). As soon as a responder answers the call, he/she is immediately conferenced into the Firebar call. The conference remains in progress until everyone leaves the call.

Backdoor DN

Allows responders to join a Firebar Conference if they miss the initial call.

Barge-In Option

Allows Firebar to interrupt or 'barge-in' on a call already in progress to let a responder know of an emergency.

SIP and TDM

Works with most major switch types and is compatible with both SIP and TDM channels.

Capacity

Supports up to 64 Firebars with up to 128 responder DNs per conference and a maximum of 256 responder DNs in simultaneous conferences.

Attendee	Entered	Left	Name	Verified	Barged In	Duration	Called Address
Original	Wed Nov 17 15:04:50 CST 2010	Wed Nov 17 15:06:43 CST 2010	605-996-	no	no	1:53	
FireMember #1	Wed Nov 17 15:04:50 CST 2010	Wed Nov 17 15:06:43 CST 2010	Greg Goldammer	yes	no	1:52	605996
Subsequent #1	Wed Nov 17 15:05:05 CST 2010	Wed Nov 17 15:06:43 CST 2010	605-996-	no	no	1:38	
Backdoor #1	Wed Nov 17 15:05:15 CST 2010	Wed Nov 17 15:05:22 CST 2010	605-996-	no	no	0:07	
Backdoor #2			605-996-	no	no	0:00	

Firebar Report Generator

Can automatically generate details and then e-mail reports. Log files, showing the participant activity and color-coded reporting on who responded to the Firebar call, are available.

Terminating Call Manager

Service providers are using TCM for subscribers who are considering disconnecting their landlines because of annoyance calls. Let the company with nearly 20 years of experience in Call Screening rid your customers of these telemarketers!

How Does It Work?

Terminating Call Manager allows local wireline and wireless calls to complete without intercepting them. When telemarketers do call, they hear the announcement, "The number you have reached does not accept calls from Telemarketers. If you are a Telemarketer, please add this number to your Do Not Call list and hang up now. Otherwise, please press '1' or stay on the line." Regular long distance callers will hear the announcement the first time they call, and then the service 'learns' that they are an accepted caller.

Use Phone to Quickly Manage Call Screening

Press 1 to turn Do Not Disturb On/Off.
Press 2 to turn Call Screening On/Off.
Press 5 to add the last caller to your Blocked List.
Press 9 to change the language of your menu options.
Press * to Repeat menu options.

Subscribers Can Manage Allowed List

Once a caller's number has been allowed, TCM will recognize that number, and it will not be challenged again.

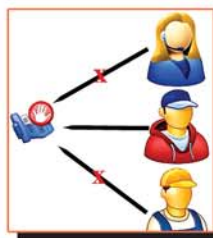
Trunk Group Screening Support

TCM can be configured to block Caller ID spoofing of local numbers that originate outside the local network.



Intelligent Call Screening

- Defeats RoboCalls
- Remembers your friends from Out of Area
- Includes Do Not Disturb service
- Service Provider can add Blocked and Allowed numbers for Subscribers



New Features

- Support for Business Call Screening
- Trunk Group Screening for Locally Spoofed Numbers

Other Screening Options

- Route to Voicemail
- Private Caller Acceptance option
- Since live telemarketing callers need to press "1" to complete the call, automated dialers will merely timeout without ever ringing the subscriber's phone.
- The Global Blocking list, when enabled, automatically updates from other subscribers' Blocked Lists so that everyone who subscribes can benefit.
- Supports business call screening
- Supports federal robocall and Do Not Call telemarketer

Web Portal Customer Care

With the new HTML5 format, subscribers can manage their allowed /blocked lists and set up Do Not Disturb schedules.

"The Do Not Call Registry just doesn't work, and our customers who have APMAX TCM are pleased with its effectiveness."

**Glenn Garner, Director of Operations,
Randolph Communications, Ashboro, NC**

Weather Plus



People will always be interested in the weather, and Weather Plus promotes quick access to current weather conditions from their wireline or wireless phones.

Provide a Valuable Service AND Promote Your Brand

1. Caller dials weather # such as xxx-temp.
2. Service plays promotional message (if utilized).
3. Service voices current condition.
4. Service plays promotional message (if configured).

Flexibility for Multiple Exchanges

The Weather Plus Service will support multiple weather station locations.

Announcement Insert Capability

Up to 10 announcements can be rotated before and/or after the weather announcement. Announcements can be easily recorded with a dial-in administrative number.



Maximum Weather Stations Supported per APMAX System

Vantage Pro Stations	NOAA/CWOP XML Feeds
0	16
4	12

Call In Weather Line Service

- Callers hear time, temp, winds, and humidity
- Add promotional/business announcements
- With MG-TV from Innovative Systems, see weather conditions, forecasts, and radar

Three Weather Info Options

Davis Weather Pro 2 Plus

This sensor suite is set up on location. Purchase this equipment separately from a Davis Weather distributor.

Data from NOAA XML Feeds

Weather Plus retrieves conditions for the configured NOAA weather station and stores the results. This option eliminates the need to purchase weather monitoring equipment.

CWOP Station Support

Over 7000 stations are reporting over 75,000 updates per day.



Integrates with MG-TV

Weather Plus allows various local weather display options on a subscriber's TV, including animated radar, 5-day forecast, and current conditions. One provider has reported getting over 70,000 IPTV interactions with Weather Plus in a single month!



Calling Name Database

APMax Calling Name Database is still the most feature-rich service in the industry and gives your customers Caller ID, one of the oldest and still most popular calling features.

Global Title Translation

The GTT feature is standard in the APMax. Used for Calling Name and CLASS, APMax can perform GTT based on 3, 6, or 10 digits.

Multiple Methods to Retrieve Calling-Name Data

APMax supports multiple options for Out-of-Area names that are not included in your Calling Name Database.

- Returns the city/state of the calling party
- Supports OpenCNAM interface for expansion
- Sends the request to a national database using SS7
- Returns a failure to the switch and lets the switch query a national database
- Sends the query over the Internet to TARGUSinfo, a national database provider. If the name is not returned, the city/state is displayed.
- Sends query to another APMax via SS7 or IP. In the case of wireless calls, it creates entries by NPA-NXX and NPA-NXX-T to display defaults such as "Wireless, SD."

Caller ID Screen Pop for TV

The APMax can provide subscribers with Caller ID information on their television screen in addition to their traditional Caller ID device. The APMax delivers Calling Name information over an IP network to your video middleware supplier that displays a 'screen pop' of calling name information. As information for the 'screen pop' is being delivered, the APMax simultaneously populates traditional calling name information for the AIN TA trigger for display on telephone Caller ID devices.

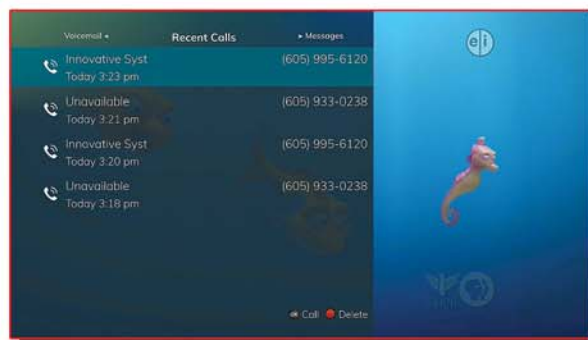


Calling Name Database

- Supports up to 12,000,000 calling names
- Supports multiple options for Out-of-Area names that are not included
- Allows for easy sharing between switches

Works with All Switch Types in Your Network

The Calling Name architecture allows for easy sharing between switches so that Calling Name information is moved seamlessly between multiple switch types. Caller ID Screenpop works with most major IPTV middleware providers.



APMax Calling Name List on MG-TV

Service providers who have this service can offer their customers an on-screen list of recent calls to their wireline phone.

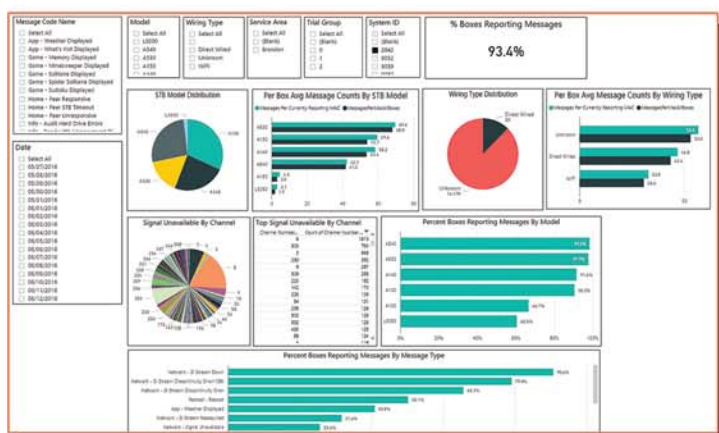
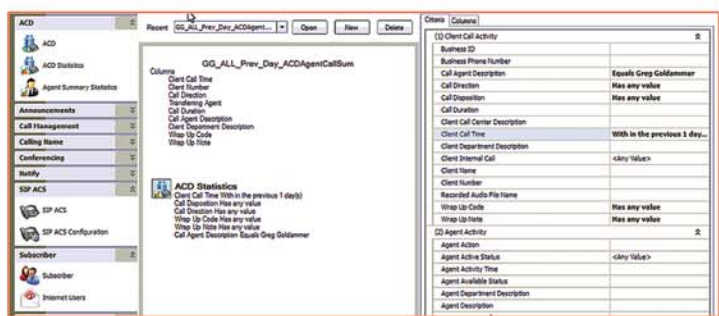
New Expansion Option Available

OpenCNam, a prepaid calling name look-up database, can now be used for look-ups which may be accessed via HTTPS queries, and no licensing is required.

Central Reporting Server

Central Reporting Server

The Central Reporting Server is a Windows-based service that downloads service database files from the APMAX, automatically downloads and pre-processes log files, and e-mails reports at scheduled times.



With Microsoft Power BI, your data can become rich visuals.

Central Reporting Server Enhances APMAX Service Reports

- Pre-processed files speed up report generation.
- Scheduling tool allows for delivery of reports at defined intervals.
- Reports can be automatically e-mailed to specific personnel in attached spreadsheets.
- Archival data timespan is increased.
- The Central Reporting Server, along with our MG-TV middleware Channel Stats tool, identifies what your customers are watching, which gives you valuable information during content negotiations.

InnoSafe Cloud Backup Service

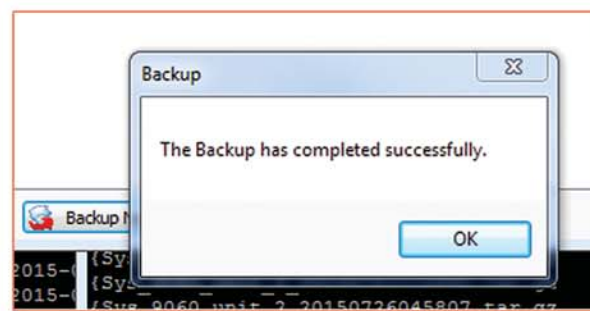
InnoSafe

Do you have a backup plan?

Protect your data with the InnoSafe Cloud Backup Service.

Benefits of InnoSafe

- Provides a checkpoint to aid recovery from a catastrophic system loss
- Backs up both APMAX units automatically each week
- Runs in the background
- Stores the backup offsite to a secure global cloud infrastructure
- Automatically sends an e-mail with the backup status

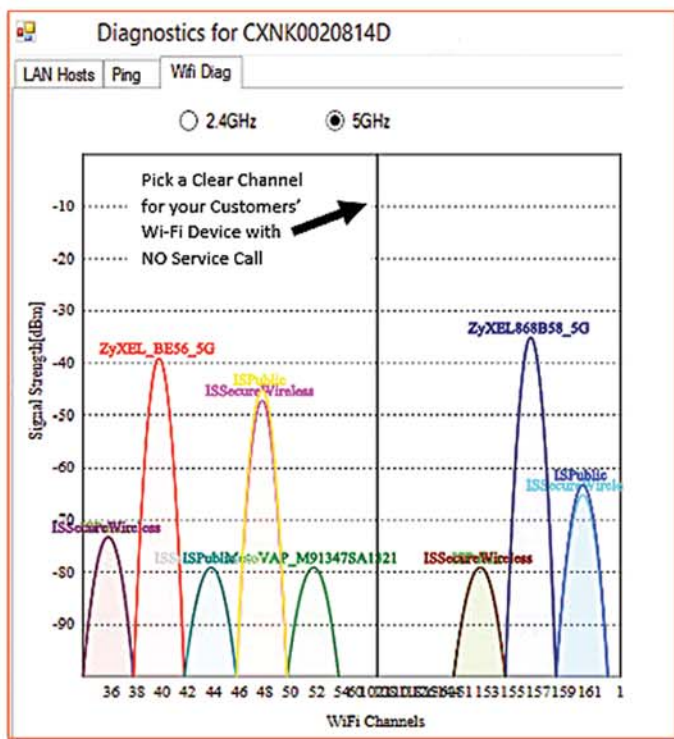


"If we had just one event that required us to reconfigure our APMAX voice and video settings, InnoSafe would pay for itself many times over!"

Paul Roller, DCT, Carrington, ND

Automated Configuration Service TR-069 solution

Service Provider Management Software for Home
and Business Wi-Fi Networks



The Survey Says

17% of rural consumers surveyed are ready to purchase a managed WiFi service if offered to them by their service providers.*



How It Works

This managed router solution turns TR-069 compatible devices into powerful probes and uses them to monitor your subscribers' home and small business networks.

ACS Features

- Compatible with multiple TR-069 vendors
- Identifies wireless leeches
- Automates mass firmware upgrades
- Identifies conflicting WiFi frequencies in the home or business
- Hosted and managed directly from your office

"The Innovative ACS TR-069 device management service helps our CSRs to assist customers with WiFi issues and in many cases, they are resolved on the first call without an onsite service call."

**Kevin McGuire, Chief Operating Officer,
Enhanced Telecommunications, Sunman, IN**

*Survey conducted by independent third party interviewing over 400 rural households in North America



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