

# Max™ EX

## Audio Conferencing



**The ClearOne Max™ EX** expandable conferencing phone provides premium, full-duplex audio in small conference rooms as a single unit and in larger rooms as an expanded system.

### PRODUCT BENEFITS

#### Superior Audio

- ▶ Clear, full sound facilitates more natural interaction
- ▶ Gentner® Distributed Echo Cancellation® more effectively eliminates echo than single echo cancellers
- ▶ Noise cancellation removes background noises such as fans and air conditioning/heating systems
- ▶ Full-duplex sound engages microphones and speakers simultaneously so participants can speak and listen at the same time

#### One-Touch Conferencing

- ▶ Convenient one-touch access to a conference call operator who can connect an unlimited number of participants

#### Expandable

- ▶ Flexible unit is ideal for any size conference room
- ▶ Single unit for small rooms
- ▶ Expanded system links with three additional phones for larger rooms
- ▶ Complete coverage means no more crowding around a single loudspeaker or microphone
- ▶ Additional phones, not just expansion mics, allows an even distribution of microphones and loudspeakers
- ▶ Greater access to user controls such as volume and mute

#### Easy to Use

- ▶ Intuitive, familiar keypad is simple to operate

### PARTNER BENEFITS

#### Smarter Alternative to Polycom

- ▶ Expandable microphones, loudspeakers and controls provide total audio coverage
- ▶ Connect up to four phones for larger rooms
- ▶ Superior audio technology promotes more natural interaction among participants
- ▶ Integrated conferencing services let you easily add participants to your meeting
- ▶ Industry-leading technical support provides help when you need it

#### Select Distribution Network

- ▶ Creates more revenue opportunity
- ▶ Reduces risk of product devaluation

#### Generous Channel Programs

- ▶ MDF, spiffs, co-op funds
- ▶ Full collateral tools

### PRODUCT FEATURES

- ▶ **Automatic level control** keeps participant audio balanced and consistent
- ▶ **First mic priority** eliminates hollow “tunnel” sound by activating only the mic closest to the person speaking
- ▶ **Three microphones** ensure all participants are heard
- ▶ **18-character LCD screen** facilitates dialing, speed-dial programming and general setup
- ▶ **Speed dial** stores 10 frequently dialed numbers
- ▶ **Recording output on base unit** connects to a recording device to capture both sides of the conversation

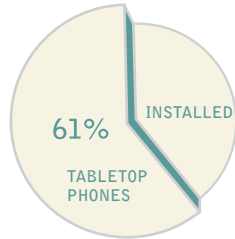
**ClearOne**  
You're Virtually There<sup>SM</sup>

# SALES BRIEF

## MARKET OVERVIEW

The tabletop audio conferencing market is a growing segment that offers generous sales opportunities for dealers.

### \$126M ANNUAL SALES

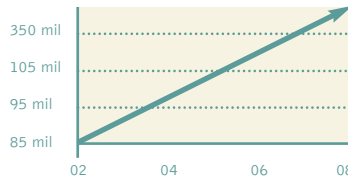


#### Exciting Revenue Opportunities

Tabletop phones are the majority of audio-conferencing sales.\*

\*Source: Frost & Sullivan market research

### 15.6% ANNUAL GROWTH



#### High-Growth Market

Tabletop phone market is expected to exceed \$348 million by 2008.\*

\*Source: Frost & Sullivan market research

### TOP FEATURES



SCALE 1-7

#### Most Requested Features

End users desire three key features in tabletop phones.\*

\*Source: Gartner Group market research

## COMPETITIVE ADVANTAGES

### Audio Quality

Max EX uses the same advanced audio technology that is found in installed systems and more expensive tabletop phones. Max EX features Gentner® Distributed Echo Cancellation®, noise cancellation and first-mic priority—delivering premium audio quality at an affordable price.

Feature	Max EX	SoundStation® EX	Premier® EX
Retail Price	\$549	\$599	\$999
3-Channel Echo Cancellation	•		•
Noise Cancellation	•		•
First Mic Priority	•		•
Automatic Level Control	•		•

### Expanded Coverage

Connect up to four Max EX conferencing phones in a daisy-chain fashion to provide complete microphone and loud-speaker coverage as well as easy access to dialing, mute and volume controls. An even distribution of loudspeakers and microphones means that no matter where participants sit, conversations will be natural and effortless.

The expandable models of SoundStation® and SoundStation Premier® provide only expanded microphone coverage. This forces participants at the far ends of the table to crowd around the single loudspeaker or strain to hear. Increasing the volume to compensate for inadequate loudspeaker coverage compromises the echo cancellation performance and dramatically decreases audio quality.

### Price

At \$549.00, the Max EX is significantly less expensive than either the SoundStation or SoundStation Premier. And MAX EX's impressive audio feature set makes it a much better value. The Max EX expanded system with three conferencing phones is also substantially less expensive than the Premier with two expansion mics and a satellite loudspeaker.

## CLEARONE TECHNOLOGY AT WORK

ClearOne video and audio products are preferred by numerous Fortune 500 companies, state agencies and educational institutions. Customers include Microsoft, Daimler Chrysler, IBM, Morgan Stanley, Best Buy, Boeing, Goldman Sachs, Cisco Systems, NASA, the State University of New York and the University of Texas at Dallas.