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Softphone technology frees employees to BYOD

Panasonic Business has launched a new Softphone application which aims to give employees the freedom to utilise their own smart phones as a business extension to work freely outside of the office.

Seamless, simple and highly secure, the Panasonic's mobile Softphone app combines audio visual communications in a mobile device, which allows employees' smartphones to be registered as a company extension. This means that whether working in or out of the office, employees can make and receive audio and video calls, without needing to use their private number.

Panasonic's mobile Softphone app supports SIP-TLS (Transport Layer Security), which minimises any potential risks around hacking. The technology has the ability detect a non-Panasonic SIP extension trying to log in, and can reject the connection.

By providing teams the freedom to use the smart phones they are already comfortable with, businesses can increase productivity. The app is also a cost effective way of connecting remote workers to office communication systems - ideal for small businesses and IP PBX users.

Panasonic's Marketing Manager for Communication Solutions, Shinta Muya said, "The application represents a 'serverless' solution, so there is no need to alter a company's existing communication infrastructure. This absence of further technology, means the new Softphone is incredibly easy to install, as users are able to simply download the app free of charge from the App Store or Google Play."

The app is now available to download in iOS. To download on Google Play, please visit:
<https://play.google.com/store/apps/details?id=com.panasonic.MobileSoftphone&hl=en>

For more information on Panasonic Communications Solutions, please visit:
<http://business.panasonic.co.uk/communication-solutions/>

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About Panasonic System Communications Company Europe (PSCEU)

Panasonic System Communications Company Europe's (PSCEU) goal is to improve the working lives of business professionals and help their organisations' efficiency and performance through world leading technology. We help organisations capture, compute and communicate all sorts of information: image, voice, and textual data. With around 350 staff, engineering design expertise, global project management capability and a large European partner network, PSCEU offers unrivalled capability in its markets.

PSCEU is made up of six product categories:

- **Broadcast & ProAV** offers high quality products and solutions to ensure smooth operation and excellent cost-performance to end-users in the areas of remote camera solutions, switchers, studio camera solutions and ENG P2. The VariCam line-up of professional digital video cameras are capable of true 4K and High Dynamic Range (HDR) which makes them the ideal solution for cinema, television, documentary and live event production.
- **Communication Solutions** offer world leading communication solutions including professional scanners, telephony systems and SIP terminal devices.
- **Computer Product Solutions** help mobile workers improve productivity with its range of Toughbook rugged notebooks, Toughpad business tablets and electronic point of sales (EPOS) systems. As European market leaders, Panasonic Toughbook had a 67% revenue share of sales of rugged and durable notebooks and Panasonic Toughpad held a 56% revenue share of sales of rugged business tablets in 2016 (VDC Research, March 2017).
- **Industrial Medical Vision** provides applications for various segments such as medical, life science, ProAV or industrial. The product portfolio includes complete and OEM micro camera solutions. End-users, system integrators or distributors can choose from a range of full product solutions and component vision technology.
- **Security Solutions**, including video surveillance cameras and recorders, video intercom systems and intruder alarms.
- **Visual System Solutions**, including projectors and professional displays. Panasonic offers the widest range of Visual products, and leads the European high brightness projector market with a 37.20% market revenue share (Futuresource >5klm (FY16 April 2015 - March 2016, excl. 4K & digital cinema).

About Panasonic

Panasonic Corporation is a worldwide leader in the development of diverse electronics technologies and solutions for customers in the consumer electronics, housing, automotive, and B2B businesses. Celebrating its 100th anniversary in 2018, the company has expanded globally and now operates 495 subsidiaries and 91 associated companies worldwide, recording consolidated net sales of Euro 61.711 billion for the year ended March 31, 2017. Committed to pursuing new value through innovation across divisional lines, the company



uses its technologies to create a better life and a better world for its customers. To learn more about Panasonic: <http://www.panasonic.com/global>