

Telecom Reseller

Aastra announced Hi-Q enhanced audio

Aastra has announced the introduction of its Aastra Hi-Q audio technology, delivering significantly enhanced audio performance and voice clarity for its 67xxi family of SIP phones. Aastra's Hi-Q audio incorporates sophisticated audio tuning software that builds on the G.722 wide-band codec to deliver a more life-like conversation and richer user experience. This innovative software-only upgrade works on existing hardware, which makes it available to all new and existing Aastra 67xxi series SIP phones. The software upgrade is available as a free download from Aastra.

"Widespread adoption of high-quality voice technologies by businesses has been elusive because the ROI has been difficult to justify, particularly in a difficult economic climate. Additionally, support for high-quality voice on entry level phones has been scarce," said Rob Arnold, Senior Analyst at Current Analysis. "Aastra's Hi-Q software is a great solution to allow users to receive the productivity benefits from high quality audio on their Aastra phones without additional capital outlay. An added benefit is that this solution is available across a wide spectrum of endpoints, from entry-

level phones to advanced-featured executive sets."

Aastra Hi-Q audio technology is included in 67xxi firmware version 2.5.0 or later, and is easily configurable. Once configured, it is automatically kicks in for calls that successfully negotiate the use of G.722 codec.

Visit Aastra will be demonstrating its Hi-Q audio at ITEXPO in Los Angeles, Sept 1-3, booth #212.

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