

FOR THE CUSTOMERS OF

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incorporated**

sound Ink

Issue 1, 2008



SIP as a Tool For Your Business!

SIP in communication conversations is as common as VoIP. What is SIP? In a few IT sentences, it stands for Session Initiation Protocol (SIP) and is a standard for multimedia conferencing (packet telephony and video streaming) over IP. In basic terms, SIP is used to establish, maintain, and terminate calls between two or more end points (voice and video).

*SIP...is as common
as VOIP*

How can SIP help my business?

Carrier Services

SIP will enable competitive phone carrier companies to deliver advanced telephony services and Internet over the same transport (Example, T1) and let you maximize your usage for less money!

Communication Systems

VoIP systems that are SIP enabled allow the phone carriers to connect directly to your VoIP network and deliver advanced features at a minimum cost. It also allows you to purchase non-proprietary equipment from other manufacturers to deploy on your SIP enabled communications system.

For a free consultation of what SIP can mean for your business, please contact Voice and Data Sales Director, Bob Kintz (rkintz@soundinc.com).

CONTENTS

1

SIP as a Tool For Your Business!

2

GE Security Introduces Facility Commander Wnx

3

DirecDoor™ Power over Ethernet Enabled Door Controller

3

Designing Audio and Video for Religious Facilities

4

Sound Incorporated is Now a Mitel Solutions Provider



GE Security Introduces Facility Commander Wnx

A new integrated Security Management Platform for Windows® that unifies security applications

BRADENTON, FLA. – GE's Security business (NYSE: GE) today announced the release of its new Facility Commander™ Wnx platform. The expandable, open solution integrates and unifies mission-critical physical security applications. Included are access control, video surveillance, alarm monitoring, intrusion detection, and photo ID in one security management system.

"Facility Commander Wnx provides complete end-to-end security management," said Dan Smytka, President, GE Security's Engineered Systems. "Exploiting a single interface for all operations, customers can leverage its expandable architecture and feature-rich capabilities for deploying security throughout the organization."

System administration, monitoring and video surveillance can be performed from any workstation on the network. Operators can manage security from a single application, providing immediate access to information, reducing reaction time through event-driven system automation, and increasing response effectiveness. Built on standard Microsoft technology, Facility Commander Wnx harnesses the power and availability of the Windows operating environment, and provides a flexible solution that is easy to deploy and support.

GE's reputation for best-in-class Graphical User Interface (GUI) continues with this release of Facility Commander Wnx. Operators can easily monitor and control a facility's security system with point-and-click

mouse navigation. The multi-tasking capabilities of the platform provide independent window management of all primary monitoring applications. A single operator can simultaneously view more real time data, assess the relevance of an event and execute appropriate responses with intuitive navigation.

The open database and Application Program Interface (API) provides flexibility to integrate with existing infrastructure and to adapt to customer specific applications and business systems.

There are three scalable configurations of Facility Commander Wnx—Professional, Enterprise, and Global – to meet any business requirement.



About GE Security

GE Security, a wholly-owned subsidiary of the General Electric Company (NYSE: GE), is a leading supplier of security and life safety technologies, with operations in more than 35 countries and \$2 billion in annual sales. GE Security offers one of the industry's broadest product portfolios, covering explosives and narcotics detection, intrusion and access control, video surveillance, key management, and fire detection. GE Security's products are used to protect people and property across a wide range of industries, including aviation, law enforcement, banking, education, healthcare, mass transit, and retail.

For more information please contact Security Sales Director, John Strauss (jstrauss@soundinc.com).



GE
Security

*Facility Commander
unifies mission-critical
physical security
applications*

DirecDoor™ Power over Ethernet Enabled Door Controller



The DirecDoor controller from GE Security provides simplified access control installation for up to two doors—saving both time and money. This access controller combines two-reader and two-door capability with Power-over-Ethernet (PoE) IP-functionality. The DirecDoor controller integrates with GE's Facility Commander® Wnx, Secure Perfect®, and Picture Perfect™ access control and integrated security management software.

protected area, the DirecDoor controller significantly reduces the possibility that security could be compromised.

The DirecDoor controller can utilize PoE or can be powered by a local power supply. It powers the door lock hardware in its PoE configuration. Its simple plug-in installation significantly reduces labor costs and allows new doors to be efficiently controlled using on-line access systems. With the DirecDoor controller, up to two doors may be independently controlled. It provides connections for two readers (Wiegand or Supervised F/2F), two door contacts, two REX devices and a total of two of either door-strike relay(s) and/or magnetic lock(s) for a complete installation.

Simplified access control for up to two doors – saving time and money!

The DirecDoor controller mounts on the secure side of the door, thereby providing a much better solution than an IP reader. Unlike a less secure IP reader solution, whose Ethernet port, card database and access to the door strike relay lie outside the

For more information please contact Security Sales Director, John Strauss (jstrauss@soundinc.com).

Designing Audio and Video for Religious Facilities

Designing systems in religious facilities often poses a challenge, because the speakers sometimes have to be unobtrusive to blend in with antique woodwork or stonework. In some cases, audio consultants have designed custom-painted speaker cabinets so that the speakers will blend in with the church architecture. Some religious facilities, such as sanctuaries or chapels are long rooms with low ceilings, which means that electronically delayed fill-in or under balcony speakers are needed to provide good coverage to all areas. An added challenge is that, once installed, the sound systems are often operated by volunteers from the congregation, which means that they must also be easy to operate and adjust.



noise, and automatic feedback elimination circuits which detect and notch out frequencies that are causing annoying feeding back.

Modular (now or later) integration to other current technologies such as wireless microphones, assisted listening and video projection systems are now commonplace in many of the facilities that we work with.

Designing systems in religious facilities often poses a challenge

Some of the mixers that we recommend have automatic mixing, which turns down unused microphone channels to reduce

If you are involved in an upgrade or replacement of the audio and video systems in your place of worship, please contact Tom Court (tcourt@soundinc.com).

Sound Incorporated is Now a Mitel Solutions Provider

In Issue 2, 2007, you may recall that Sound Incorporated announced that we are an Inter-Tel business partner and authorized to install and service the Inter-Tel product line including the AXXESS and 5000 systems.

As of August 16th, 2007, Mitel announced the completion of the merger between Mitel and Inter-Tel. This means that Sound Incorporated is now a solutions provider for the above Inter-Tel products as well as the powerful Mitel 3300 VoIP system. The Mitel 3300 is a SIP based platform and is designed for organizations from the very small, single site offices to the multi-site, large enterprises. It can deliver solutions from basic business communications to sophisticated unified communications, from pre-packaged to tailored applications, and from an outright capital purchase to a managed service.

Sound Incorporated is proud to add the Mitel products to our already strong portfolio that includes Cisco, NEC and AVST.

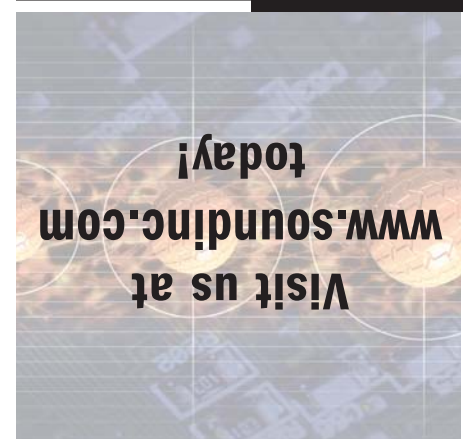
For more information about this and other VoIP solutions, please contact Voice and Data Sales Director, Bob Kintz (rkintz@soundinc.com).



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Sound Ink is published by: Sound Incorporated, 1550 Shore Road, Naperville, IL 60563, (630) 369-2900, Fax: (630) 369-1211, www.soundinc.com

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1550 Shore Road
Naperville, IL 60563
• (630) 369-2900 • Fax (630) 369-1211
www.soundinc.com

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