



### SOHO IP-PBX

#### Small and Medium Business Communication Solutions

Strength, success and growth of small and medium businesses rely on strong relationships with the end customers and business associates. To stay competitive in the market, efficient communication and better customer responsiveness are essential business drivers for small and medium businesses. Also, the new age SMB and SOHO businesses look for IP based communication infrastructure to further enhance employee productivity and mobility leading to quicker decision making of key business aspects.

Matrix presents an IP-PBX for SOHO and Small and Medium Businesses that can easily scale as the organization grows, reduces total ownership cost and enhances customer experience with IP based office communication solution. The key features of Matrix SMB and SOHO IP-PBX are Mobile endpoints, Voice Mail and Integrated Auto-attendant, VoIP based communications, and In-skin GSM trunking, which allows businesses to communicate and collaborate smartly. Matrix range of IP-PBX solution assists small businesses with reliable, scalable and technologically advanced telecommunication solutions, engineered specifically for SMB and SOHO business organization.

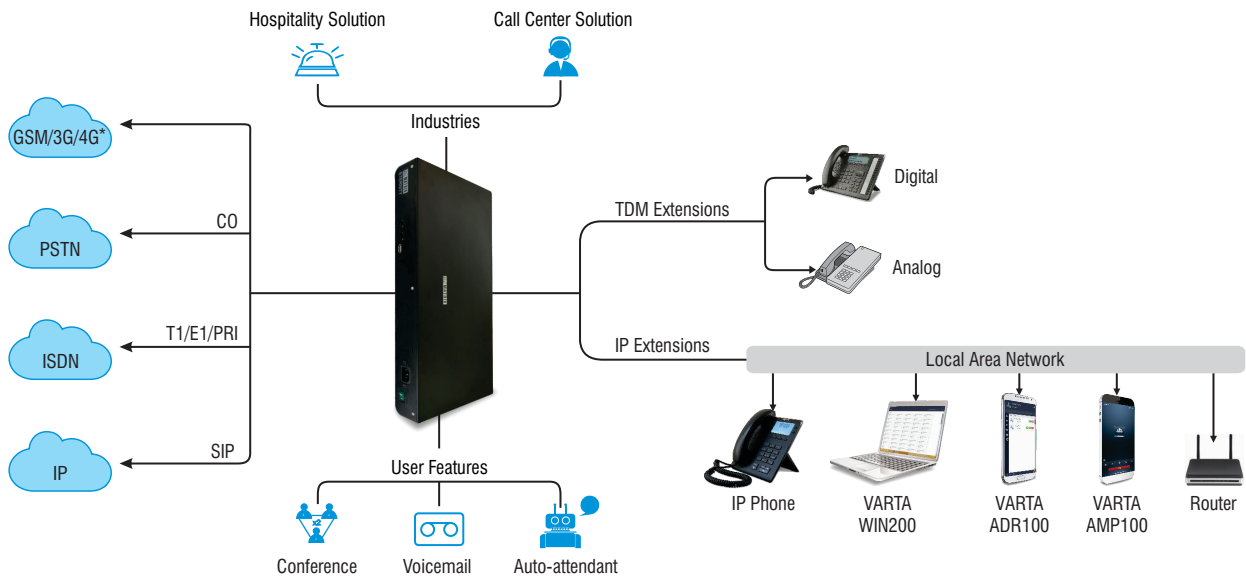
- SMB IP-PBX
- SOHO IP-PBX
- SOHO PBX
- COMMUNICATION ENDPOINTS

# SMB IP-PBX

## ETERNITY PENX - The IP-PBX for Small Business

ETERNITY PENX is a product designed for the SMB market segment. It is an integrated IP-PBX with seamless mobility. The new PENX platform offers higher RAM and Flash with enhanced features of SARVAM application. In addition to this, with SARVAM application, the user will also get benefits of advanced features such as VMS V7, VARTA and much more!

ETERNITY PENX offers the flexibility to choose from a variety of User Terminals such as Analog Phones, Digital Key Phones, IP Phones, SIP Softphones, SIP Handsets and even mobile phones as office extensions. The flexibility provides complete freedom from being tied to the desk and offers the ability to communicate from anywhere.



### Applications and Benefits

- Leverage Benefits of Traditional and New age Networks
- Enterprise Grade Features that Improve Image, Save Money and Offer Quick Connectivity
- Compact Footprint: Saves Mounting Space Utilization
- Easy to Manage: Web based Remote Management



PMS



IP Telephony



CTI



SMS Applications



Mobile Extensions



Multi-site Networking



SIP Trunking



Built-in Gateway



Teleworking



Voicemail

### Connectivity

- Mobility Extensions for Android/iOS Smartphones
- IP Phone (SIP)
- Digital Key Phone (DKP)
- Operator Console (DSS)
- Voicemail System
- Single Line Telephone (SLT)
- VOIP Trunk
- GSM/3G/4G\* (Mobile)
- T1/E1 PRI (TE/NT)
- Analog CO Line (TWT)

### Key Features

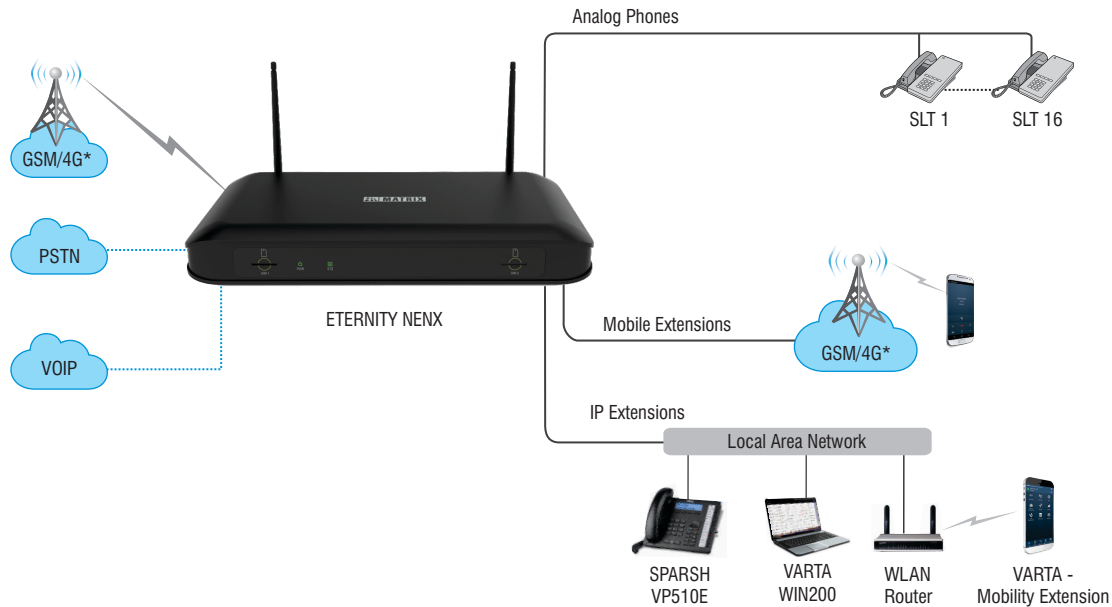
- Auto-attendant
- Call Budget on Trunk
- Call Back on Trunk
- Detailed Records of 12,000 Calls
- Call Forking (IP Extensions)
- Class of Service
- Caller-ID based Routing
- Dynamic DNS
- Mobile Trunks and Extensions
- NAT and STUN Support
- Presence and IM
- Registrar Server
- QSIG (T1/E1 PRI)
- Return Call to Original Caller (RCOC)
- Security Dialer
- Universal Routing with Least Cost
- Video Calling
- Web based Programming
- Auto Sign-In for Softphones




\*4G trunks will be available in future

# SOHO IP-PBX

## ETERNITY NENX - The Next Generation SOHO IP-PBX

Matrix ETERNITY NENX is a small yet powerful phone system for small businesses, offering advanced features and functionalities as available with enterprise grade IP-PBXs. Based on modular architecture and state-of-the-art design, ETERNITY NENX provides connectivity to CO (FXO), GSM/3G and VOIP networks from a single platform. Range of phone options such as Analog, IP and Mobile extensions provides flexibility to communicate from anywhere and at any time. Furthermore, ETERNITY NENX offers integrated voicemail system, multiple auto-attendants and web based remote management.



SPECIFICATIONS	ETERNITY NENXIP50	ETERNITY NENX416	ETERNITY NENX312
Product Photograph			
CO Ports	4	4	3
Single Line Telephones	2	16	12
VoIP Trunks	8	8	8
IP Extensions	50 (Built-in)	50	50
GSM/3G Trunks	2	2	2

### Key Features

- Auto-attendant
- Automatic DISA
- Call Budget on Trunk
- Call Back on Trunk
- Detailed Records of 12,000 Calls
- Call Forking (IP Extensions)
- Class of Service
- Caller-ID based Routing
- Conference – 6 Party
- Conference Dial-in
- Dynamic DNS
- VoIP calls over GSM/4G\* trunk
- Least Cost Routing
- Mobile Trunks and Extensions
- NAT and STUN Support
- Presence and IM
- Registrar Server
- Web based Programming
- Scheduled Backup of Voice Messages/Recordings
- LDAP Client
- COSEC Integration
- Auto Sign-in for Softphones

### Connectivity

- Mobility Extension for Android/iOS based Smartphones
- IP Phone (SIP)
- Operator Console (DSS)
- Voicemail System
- Single Line Telephone (SLT)
- VOIP Trunk
- GSM/3G/4G\* Trunk
- Analog CO Line (TWT)

\*4G trunks will be available in future

## SOHO PBX

### VISIONPRO - The Digital PBX for Small Offices

Matrix VISIONPRO, a compact digital PBX for small offices, home offices, restaurants and clinics, offers efficient communication and call management. Loaded with value added features, it reduces communication cost and enhances productivity. Unlike other PBXs in this range, it is a digital PBX with built-in one port power fail transfer, DTMF and FSK CLI support and 100% non-blocking. VISIONPRO is available in three variants. This provides an option of selecting the right model that suits the requirement of any small organization.



VISIONPRO

PORTS/HARDWARE	VISIONPRO206	VISIONPRO308	VISIONPRO412
CO Ports	2	3	4
SLT Ports	6	8	12



100% Non-blocking



Single Port PFT



Auto-attendant



CLI - DTMF  
and FSK



Audio  
Conference

#### Key Features

- Abbreviated Dialing
- Allowed and Denied list
- Alternate Number Dialing
- Auto-attendant
- Auto Call Back
- Auto Redial
- Auto Shut Dynamic Lock
- Caller Line Identification (DTMF and FSK)
- CLI based External Call Forwarding (ECF)
- CLI based Routing
- Audio Conference
- Direct Inward Dialing
- Direct Outward System Access (DOSA)
- Flexible Numbering
- Least Cost Routing
- Remote Programming
- Walk-in Class of Service

## USER TERMINALS

### SPARSH VP510E - The Premium IP Phone for Smart Enterprises

SPARSH VP510E sets the benchmark for quality performance with elegant design and crystal clear voice. SPARSH VP510E features a vivid LCD Graphical Display, Context Sensitive Keys, Direct Station Selection (DSS) Keys, 32 Keys Expansion Module, Headset Connectivity, High Quality Full Duplex Speaker Phone and High Definition Audio Quality. The IP User Terminal acts as face of communication system by delivering advanced features such as Multiple Line Appearance, Context Sensitive Soft Keys, Busy Lamp Field, Voicemail, Speed Dial and Corporate Directory.



#### Key Features



240\*64 Pixels Graphical  
LCD with Backlit



Built-in 16 DSS Keys  
for Feature, Line,  
Extension



4 Programmable Context  
Sensitive Keys



Message Wait  
and Ringer Lamp



Alphanumeric Dial Pad  
Keys



Headset Interface  
- 3.5mm, RJ9



Fixed Function Keys (with LED)  
Voice Mail, Mute, Do not  
Disturb, Headset, Speaker



Adjustable Desk  
Stand



Fixed Function Keys  
(without LED) Hold,  
Conference, Redial, Transfer



High Quality Full  
Duplex Speaker  
Phone



## IP/DIGITAL OPERATOR CONSOLE

DSS532 - The operator console for business communications, acts as a dashboard for operator helping to manage heavy traffic of incoming calls. DSS532 offers 32 programmable keys showing line's status for Idle, Ringing, Busy with multi-colored illuminations.

- Flexible Usage (Compatible with IP and Digital Key Phone)
- Max 4 Such DSS532 per Operator
- No need of IP User License / DKP Port
- 32 Programmable Keys



DSS532



SPARSH VP510E / EON510  
WITH DSS532

## SPARSH VP210 - Business IP Phone

SPARSH VP210 is an entry-level Gigabit IP Phone, in the family of SIP phones. This phone aims to redefine the desktop telephony experience and quality of business communications.

The challenge to adopt IP telephony is the cost of an entry-level desk phone. This is where SPARSH VP210 finds its way, offering a range of applications in places like call centres, enterprises, small businesses, branch offices and government sectors.

### Key Features



#### Enhanced Desktop Viewing

- LED for Call & message wait indication
- Intuitive user interface with Icon



#### Simple Power Management

- 2 x RJ45 10/100/1000 Mbps Ethernet ports
- Power on Ethernet (IEEE 802.3af)



#### Clear Voice

- Codec: G.722, G.711(A/μ), G.729, G.726, G.723
- DTMF: In-band, Out-of-band (RFC 2833) and SIP INFO
- Full Duplex Speakerphone with VAD, CNG, AEC, AJB & AGC



#### Easy to Use

- Context-Sensitive and Fixed Function Keys
- 3 feature keys: Headset, Mute, Hands-free speakerphone
- 4 Context-sensitive keys & 2 Line Keys



#### Secure Communications

- Extended (Proprietary) SIP Protocol
- TLS/SRTP for Voice Security

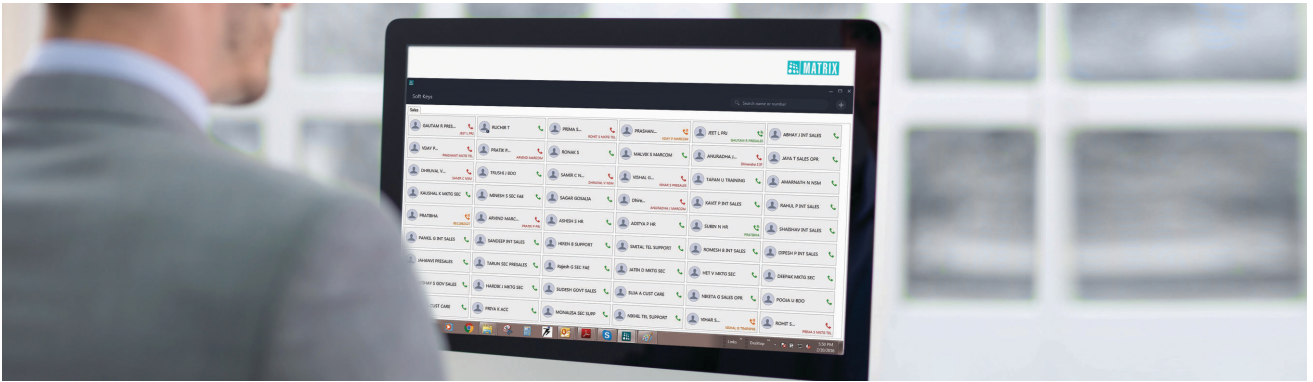


#### Adjustable

- Desk mount
- External AC Adaptor



## MATRIX VARTA WIN200 - The UC CLIENT Application for Windows PC



Matrix VARTA is a UC Client series redefining communication experience with its variety of collaboration features and intuitive user interface. Powered by Matrix IP-PBX, VARTA empowers user to switch the extension to their desktop computer. With a perfect blend of Mobility and Collaboration, Matrix VARTA is a real-time communication solution which elevates communication effectiveness and business productivity to the next level. It comes loaded with two set of features - Essential and Professional. The features are supported in ETERNITY PE6S and ETERNITY NE platforms.



**1000 DSS & 600 BLF keys**



**Corporate Directory Integration**



**Drag and Drop Conference**



**Presence Sharing**



**Contact Grouping**



**Call Management**

## MATRIX VARTA ADR100/AMP100



Matrix takes mobility experience a notch higher with Matrix VARTA ADR100/AMP100 - the UC Client. The softphone enables users to access all the facilities of their desk phones from their Android or iOS-based smartphones or tablets.

The softphone Matrix VARTA ADR100/AMP100 offers new flexibility and manageability across mobile platforms to deliver exceptional levels of connectivity for the distributed workforce. It unravels communication bottlenecks, ties together applications with a simple user interface and supports closer collaboration across enterprises.

### Key Features:



**1000 DSS & 600 BLF keys**



**Call Management**



**Corporate Directory Integration**



**Drag and Drop Conference**



**Presence Sharing**



**Contact Grouping**

## DIGITAL KEYPHONES

Matrix EON series of Digital Key Phones are elegantly designed to offer reliable performance, quality of business communication and efficient call management. With a unique blend of style and substance, Matrix EON is suitable for office professionals, supervisors, managers and executives. EON provides High Quality Speakerphone, Programmable Feature and DSS Keys, Corporate Directory, Message Wait Lamp, Voice Mail and Intuitive User Interface. Matrix EON range of Digital Key Phones is available in two variants – EON510 and EON310.

### EON510 - Premium Digital Key Phone

- 240\*64 Pixels Graphical LCD with Backlit
- 16 DSS Keys
- 4 Context Sensitive Keys
- 32 Keys Expansion Module (DSS532)



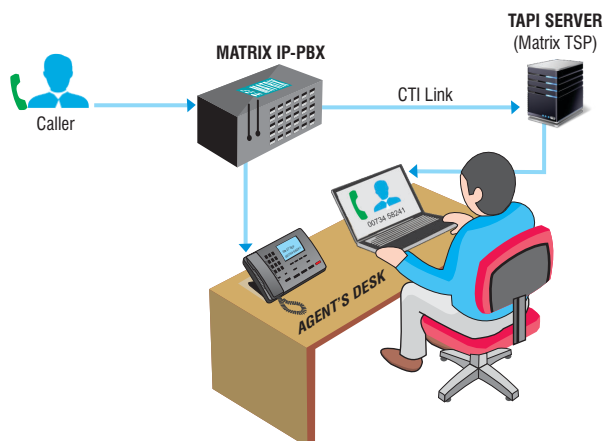
## APPLICATIONS

### COMPUTER TELEPHONY INTEGRATION (CTI)

CTI interfaced with Matrix ETERNITY IP-PBX systems allows control of telephone from the PC, which includes answering calls or hanging up, transferring, forwarding, conferencing and placing calls on hold. Third party CTI software with TAPI2.2 support can be used as a medium between CTI Application and IP-PBX.

#### Key Features

- Create Innovative Business Applications like IVR, ACD, Dialers and Voice Logging with Third Party CTI Applications
- Integration with Various Customer Database like MS Outlook, CRM and ERP
- Live Monitoring of Trunks and Extensions
- Get Customer Information Prior to Call Connection

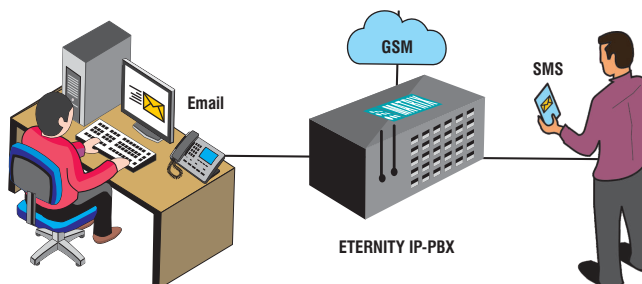


### EMAIL TO SMS

Email to SMS feature of ETERNITY IP-PBXs allows businesses to avail benefits of SMS messaging through the existing email platforms. Email to SMS enables users to send SMS from their email client using GSM SIM in the Matrix IP-PBX. It supports bulk SMS with the flexibility of assigning it to selective users.

#### Key Features

- Compatible with Majority of Email Clients (Gmail, MS Outlook, Yahoo mail and more)
- Saves Cost as No Third Party Software Required
- Send Bulk Messages with up to 999 Numbers
- Get Report of Delivery Status on Email



## SMS GATEWAY

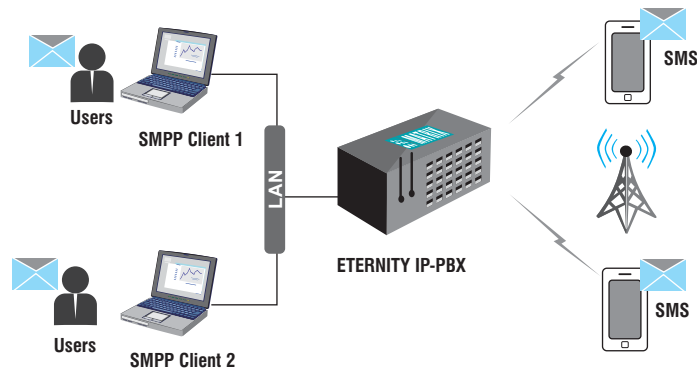
Easy to use SMS client software installed on computer can send/receive SMS using GSM SIM of Matrix IP-PBX. SMS Gateway is used for circulating Reminders, Greetings, Confirmations, Information Updates, Surveys, Notifications, SMS Marketing and Email Integrations.

### Key Features

- No need of Internet Connection
- Send Confidential and Secured Messages
- Instant Delivery of the Message and its Status Report
- Two-way Messaging for Customer Feedback

### Applications

- One Time Password (OTP) Generation for Online Payments
- Traffic Updates to Inform the Traffic Environment and Accident Prone Zones
- Bulk SMS
- Fire Alert for Accident Safety

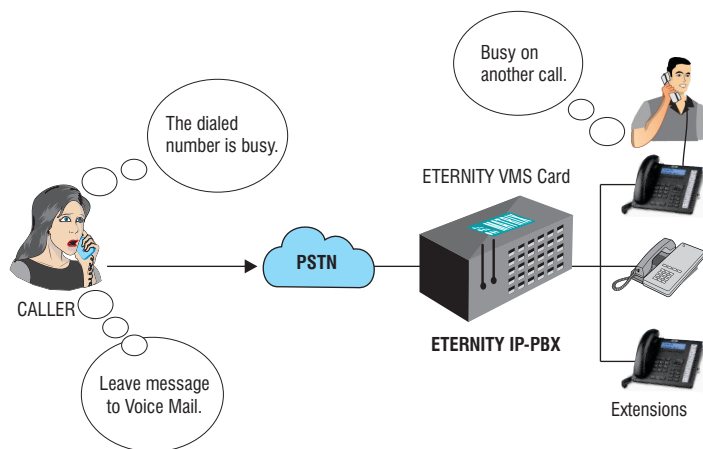


## VOICE MAIL

ETERNITY IP-PBX supports Voice Mail System (VMS) through an optional VMS card. It provides a full-fledged in-skin Voice Mail System designed to provide variety of applications usually supported by any external Voice Mail System.

### Key Features

- Multi-lingual Auto-attendants for Efficient Call Routing
- Conversation Recording for Critical Business References and Record Keeping
- Notification via Email for Quick Access to Message
- Multiple Mailboxes for Resource Sharing



Detailed  
Graph and  
Node Structure

Conversation  
Recording Up to  
576 Hours

Multiple  
Auto-attendants

Personalized  
Greetings



# TARGET CUSTOMERS



CORPORATE OFFICES



HOTELS-MOTELS



IP INTERCOM



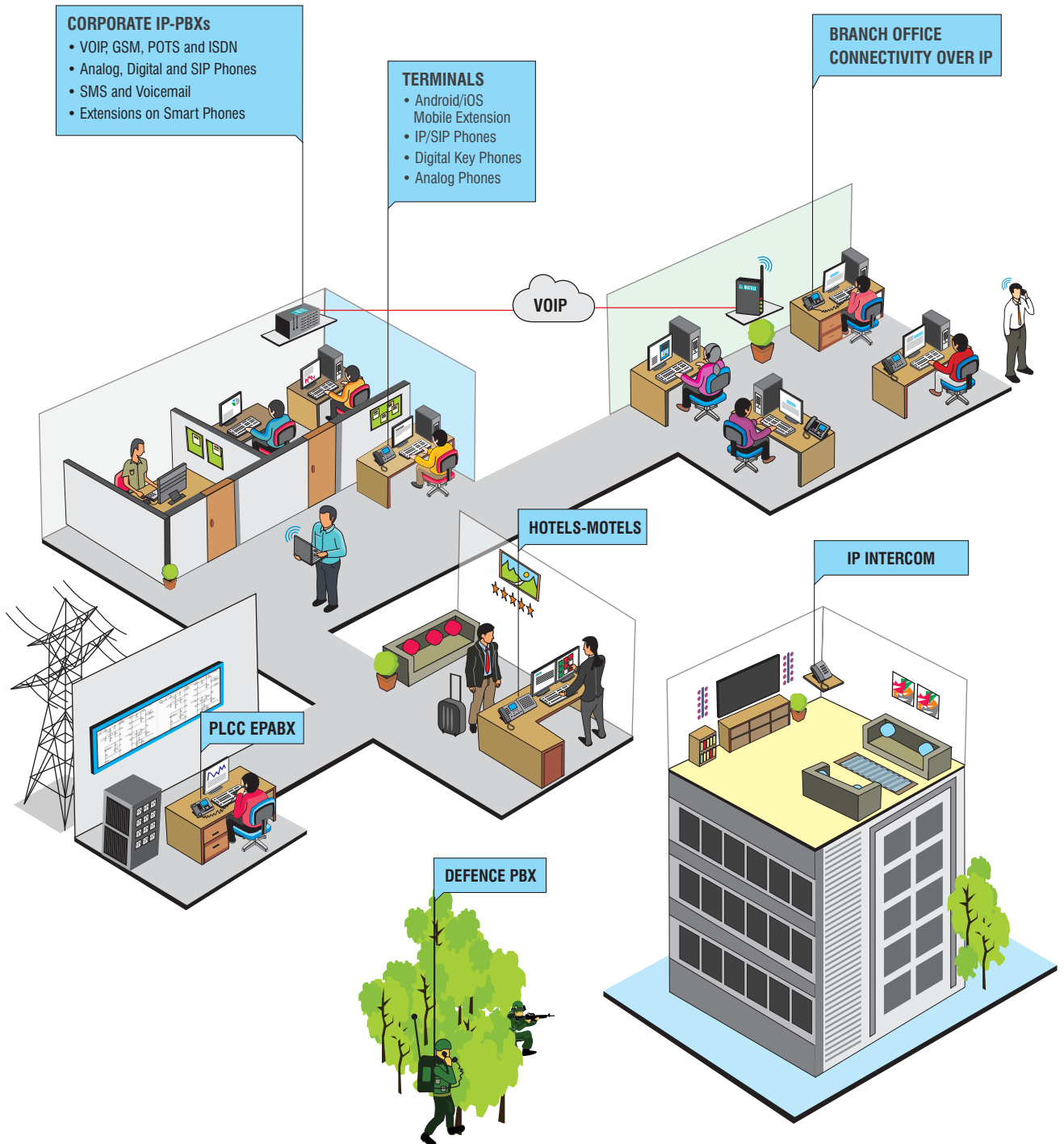
SERVICE PROVIDERS



DEFENCE



PLCC



## ORDERING INFORMATION

PRODUCT NAME	DESCRIPTION
ETERNITY PENX	SMB IP-PBX for 48 Analog Users and 50 IP Users
ETERNITY NENX312	SOHO IP-PBX with POTS, GSM and VOIP Connectivity. The IP-PBX offers connectivity for 3 Analog trunks, 12 Analog and up to 50 IP users.
ETERNITY NENX416	SOHO IP-PBX with POTS, GSM and VOIP Connectivity. The IP-PBX offers connectivity for 4 Analog trunks, 16 Analog and up to 50 IP Users.
ETERNITY NENXIP50	SOHO IP-PBX with POTS, GSM and VoIP Connectivity. The IP-PBX offers built-in 50 IP Users.
VISIONPRO206	SOHO PBX with 2 Trunks and 6 Analog Extensions
VISIONPRO308	SOHO PBX with 3 Trunks and 8 Analog Extensions
VISIONPRO412	SOHO PBX with 4 Trunks and 12 Analog Extensions

Please refer SOHO Products Technical Specifications Brochure for further information.

### TRUNK OPTIONS



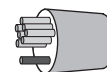
SIP Trunking (VOIP)



Mobile Voice  
GSM SIM



Fixed Telephony  
(CO/TWT)



ISDN T1/E1/PRI

### USER OPTIONS



VARTA WIN200



Android/iOS based  
Smartphone



IP Phone



Digital Operator Console



Digital Phone



Analog Phone

# MATRIX NETWORK



## MATRIX CUSTOMERS

Since 1991, Matrix products have contributed significantly to improving efficiency and productivity of many organizations by providing dependable Telecom solutions to them. Matrix customers include large corporate offices, telecom service providers, institutions, factories, call centers, hotels, hospitals, housing societies and apartment buildings and residences. To name a few:

- ABB
- Apollo Hospitals
- American Express
- Bajaj Auto
- Bharti Airtel
- Bharat Petroleum
- Blue Dart Express
- Cadila Pharmaceuticals
- Carrier Aircor
- Defence Research and Development Organization
- Dr. Reddy's Lab
- Domino's Pizza
- Du-Pont

- Garnier Laboratories
- GEC Alstom
- Hindustan Lever
- KFC
- Indian Oil Corporation
- Indian Space Research Organization
- Johnson & Johnson
- Larson and Tubro
- L'Oreal India
- McDowell's
- Micromax
- MTS India
- National Bank of Abudhabi

- Pepsi
- PricewaterhouseCoopers
- Raymonds
- Reliance Infocom
- State Bank of India
- Tata Tele Services
- Tommy Hilfiger
- TV18
- US Embassy, Mauritius
- Vodafone
- Woodland
- World Bank, Ghana

## ABOUT MATRIX

Established in 1991, Matrix is a leader in Security and Telecom solutions for modern businesses and enterprises. An innovative, technology driven and customer focused organization the company is committed to keep pace with the revolutions in the Security and Telecom industries. With around 40% of its human resources dedicated to the development of new products, Matrix has launched cutting-edge products like Video Surveillance Systems - Video Management Software, Network Video Recorder and IP Camera, Access Control and Time-Attendance Systems as well as Telecom Solutions such as Unified Communications, IP-PBX, Universal Gateways, VoIP and GSM Gateways and Communication Endpoints. These solutions are feature-rich, reliable and conform to the international standards. Having global footprints in Asia, Europe, North America, South America and Africa through an extensive network of more than 2,500 channel partners, Matrix ensures that the products serve the needs of its customers faster and longer. Matrix has gained trust and admiration customers representing the entire spectrum of industries. Matrix has won many international awards for its innovative products.



### MATRIX COMSEC

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