



Spectralink grows with demand for enterprise-grade Voice over Wi-Fi devices

Growth in customer demand for purpose-built Android devices for the workplace helps increase market share

October 3, 2014 — Spectralink Corporation (“Spectralink”), a global leader in wireless solutions for the workplace, has seen an increase in market share within the company’s Wi-Fi sales of 10 percentage points over the last three quarters, according to a new report by market research firm, Infonetics.

This success follows the launch of PIVOT™ by Spectralink earlier this year. PIVOT is the first purpose-built mobile handset to combine the usability of consumer smartphone-like features with the quality, durability and reliability essential for in-building mobile employees to improve workplace communication.

Since launching PIVOT in February this year, Spectralink is working with partners on more than 80 deployments across the world. As the specialist in mobile communications solutions for the workplace, Spectralink has established itself as a leading provider of mobile devices for the healthcare, retail and manufacturing sectors. It now counts 33 partners, and growing, in its exclusive AIMS (Application Integration and Management Solvers) partner network, and continues to dominate the sector with its innovative and industry-leading WorkSmart solutions.

PIVOT’s success since its launch is further evidence that the BYOD trend is not appropriate in many industries. Consumer devices, unlike purpose-built devices, cannot meet the various needs of security, durability, reliability and total cost of ownership in specific sectors.

“We have spent the past seven months building on the success of PIVOT and improving its features following customer feedback, and are now on version 3.0 of our principal product,” said Sten Dyrmoose, CEO of Spectralink. “The feedback we’ve received, along with our vigorous testing in real-life situations, has resulted in a more mature product. PIVOT provides a stable platform to support the fundamental requirements of mobile employees in environments such as healthcare, retail and manufacturing.”

Dyrmoose added, “Our focus is solely on purpose-built devices. We are specialists in this field and we are leaders because of this. We work with our ecosystem of partners to ensure that our devices combine the best-in-breed solutions from across the market for true interoperability and unrivalled performance.”

Built on the industry-standard Android™ operating system, PIVOT is instantly familiar out-of-the-box, including intuitive smartphone-like usability and access to applications. Spectralink prides itself on its industry leading technologies and the recent upgrade to Android™ KitKat ensures that PIVOT is current for today’s business user. PIVOT is available in North America, Europe, Australia and New Zealand with the list price starting at US \$895. PIVOT is part of the 87-Series Voice over Wi-Fi handset family, and is available through an exclusive set of reseller partners.

Yesterday, Spectralink announced a strategic partnership with Voalte and named Voalte a reseller of PIVOT. Click here for more information on the Voalte news and for more details on PIVOT visit www.spectralink.com/PIVOT.

About Spectralink

Spectralink, a global leader in wireless solutions, solves the everyday problems of mobile workers through technology, innovation and integration that enable them to do their jobs better. By constantly listening to how customers move through their workdays, Spectralink is able to develop reliable, enterprise-grade voice and data solutions and deliver them through a powerful, durable device. For more information, please visit www.spectralink.com or call +1 303-441-7500.

About Wavelink

Wavelink specialises in the supply, marketing and support of a range of leading edge Enterprise Mobility and UC Solutions. Wavelink distributes a range of products from Spectralink, Meru Networks, Digium, Polycom and Purple WiFi. For more information please contact Wavelink on 1300 147 000.