



# Aastra BluStar™ for iPad & iPhone

## Enabling Natural Communication for Mobile Users

Aastra BluStar™ for iPad & iPhone enables high quality video and voice calling from an intuitively easy to use application, providing natural communication options for mobile users.

Today's workers are increasingly mobile, either traveling outside of the enterprise or moving about on campus. With BluStar, mobile users don't have to give up the convenience of natural collaboration that video calling brings. Aastra BluStar™ for iPad/iPhone Apps provide peer-to-peer video communication over a data network connection and are fully integrated with Aastra's communication servers and the BluStar Application Server (BAS). The Apps are also available for use with third party communication platforms.



*Aastra BluStar™ for iPad & iPhone*

## *Aastra BluStar Takes Business Communications to a New Level*

### **Intuitive Communication from your Tablet or Smartphone**

BluStar for iPad/iPhone is at the cutting edge of communication technologies enabling audio and video communication from the device of choice, providing true mobility for BluStar users. Aastra's in-depth understanding of both IP telephony platforms and collaboration tools for the enterprise market has given the Apps their unique character. With video technology maturing and video becoming a mainstream form of communication today, the evolution to video in the workplace is becoming a natural continuity in enterprise development.

The Apps' intuitive user interface facilitates ease of use and helps users work together more effectively – for example, on demand video communication with remote workers, road warriors and office based teams working on the same project.

The Apps have been designed for peer-to-peer communication and avoid complex options and configuration settings providing mobile users the right level of information and communication preferences that are simple to use based on the device of choice.

### **Aastra BluStar Ecosystem**

The BluStar for iPad/iPhone Apps are an essential part of Aastra's Unified Communication & Collaboration (UCC) portfolio – the BluStar Ecosystem. BluStar takes business communications to a new level across a choice of devices, providing a consistent user experience by using video as the key mode of communication. BluStar productivity enhancing tools provide more choice and flexibility to answer the increasingly diverse communication needs of today's modern enterprise. As a BluStar user it is possible to use video across all BluStar devices connected to the same communication server.



# Features & Benefits

## Key Features

- ✦ Designed for ease of use and simple configuration – intuitive user interface is focused on peer-to-peer communication
- ✦ Open standards based application – SIP call control & H.264 video encoding
- ✦ 3 way video conferencing with 8000i or BluStar for Conference Room as anchor device
- ✦ Presence support with BluStar Server for presence, calendar events and line state
- ✦ Fully integrated with Aastra communication servers or for use with third party platforms
- ✦ High quality video communication
  - peer-to-peer, H.264
  - use of both front and rear facing cameras
- ✦ HD audio SIP softphone supporting G.722, G.711, iLBC codecs
- ✦ Advanced configuration options – via email, server based config files or intuitive options menu
- ✦ Directory integration – LDAP, AD, Exchange
- ✦ Contact Management – Integrates contacts from Exchange, Windows Contacts, Outlook, Google, Yahoo
- ✦ Dynamic progressive name search, indexed contact lists, video capable contact filtering
- ✦ Up to 12 favorites/speed dial keys on the home page
- ✦ Picture ID integration for caller ID, contacts, favorites keys
- ✦ Call history for log of incoming, outgoing, missed calls with visual indicator of number of missed calls
- ✦ Put a video call on hold or transfer it unattended to one of your co-workers
- ✦ Voicemail indicator with number of voicemails and easy access speed dial to voicemail box
- ✦ Supports multiple user accounts (5) with one active at any specific time
- ✦ Magic mirror to view transmit image prior to calls
- ✦ Picture-in-picture self view on video calls
- ✦ Remote access support via SBC and existing device VPN client options
- ✦ LDAP directory caching to facilitate off network use

## High-Quality Video & Voice Communications

- ✦ BluStar for iPad/iPhone Apps provide a voice and video soft client that is integrated to your communication server or Aastra BluStar Application Server (BAS), utilizing your data connection to keep you connected while away from your desk
- ✦ Combining Apple's high quality screen resolution and camera options with Aastra's innovative Apps to provide amazing quality video calling options while on the move



## Customer Benefits

- ✦ Natural communication travels with you – either roaming campus or travelling afar
- ✦ Increased productivity – never miss a call, video enhanced communication
- ✦ Direct access to presence information
- ✦ Utilizing WiFi or Cellular data network connections for cost effective communications
- ✦ Fully integrated to Aastra Communications Server solutions
- ✦ Easy to use, easy to deploy, manage and maintain
- ✦ A future proof solution based on open standards

## Mobility Options for Everyday Use

- ✦ With BluStar for iPad/iPhone, users are limited only by the availability of data connectivity
- ✦ Optimally designed for WiFi but also supporting connectivity via cellular data connections. BluStar Apps have been designed to enable connectivity from almost anywhere.
- ✦ Whether walking to and from meetings or colleagues' desks, or lunching downtown, you always have connection options with BluStar

## 3 Way Video Conferencing

- ✦ BluStar for iPad/iPhone gives the user the option to join ad hoc 3 way conferences hosted by a BluStar 8000i or by a BluStar for Conference Room device.

*Note: Aastra recommends the use of a professionally deployed WiFi infrastructure for Voice/Real-time communication for optimal results and user experience. Video over cellular networks liable to bandwidth related issues. Users are responsible for any data charges applicable.*

## Bring Your Own Device (BYOD)

Today's smartphones and tablets are part of everyday communications and users are no longer limited to specific brands of devices. By developing innovative Apps for these devices, Aastra embraces the BYOD concept. This provides users more flexibility when choosing what device they will use while ensuring reliable high quality communications with proven interoperability to Aastra's communication servers.

## Increased Productivity

BluStar for iPad/iPhone keeps people connected even when on the move. Today's workers are increasingly mobile, either traveling outside of the enterprise or moving about on campus. With BluStar, mobile employees can remain in touch using the power of video for real-time communication and collaboration in a natural way.

Aastra BluStar for iPad/iPhone provides video calling via WiFi so that users never have to miss a call, and still realize the benefits of video enhanced communication.

## Advanced Search and Contact Management Options

Aastra BluStar for iPad/iPhone combines the contact management options of iTunes with the more traditional enterprise solutions such as LDAP and Active Directory, enabling users to use whichever method suits them best – even combining them for ultimate flexibility. The dynamic search options will quickly and efficiently provide contact details. Options to cache the corporate LDAP directory while in the office and access them when off-network is one of many innovative features designed into the BluStar Apps.

## BluStar Server Presence Integration

BluStar Server is a core element of the BluStar UCC solution providing instantly rich presence information collected from different sources as communication server line states or calendar appointments.

BluStar for iOS helps to increase productivity significantly by providing the user with rich information about other user's presence status. Before placing a call, you can see the presence status, line state and calendar information of all other online users. With the BluStar presence feature, you can easily control your own communication status.

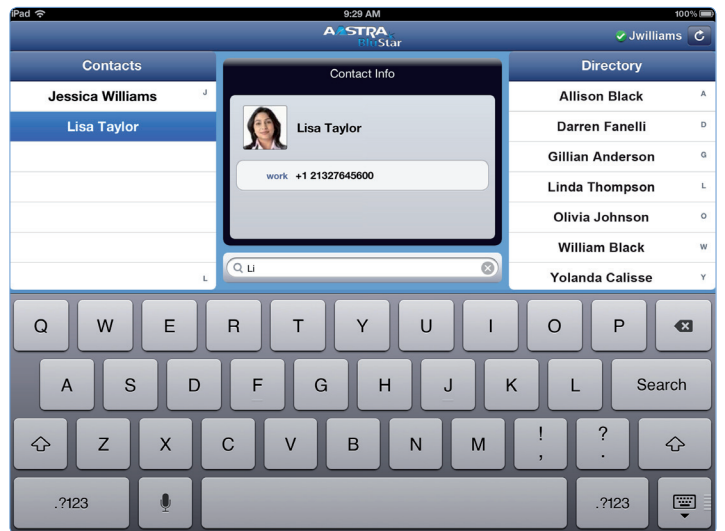
## Amazingly Simple to Use & Configure

BluStar for iPad/iPhone boasts many features and capabilities. However, unlike other communication clients, the BluStar design has been streamlined to avoid unnecessary and overly complex options and parameter settings.

Configuration download via email or via centrally stored configuration files makes deployments easy to manage and control. Alternatively an intuitively easy options menu has users communicating with a few simple settings.



Aastra BluStar for iPhone



Dynamic search of Contacts and Directory



Conference Screen

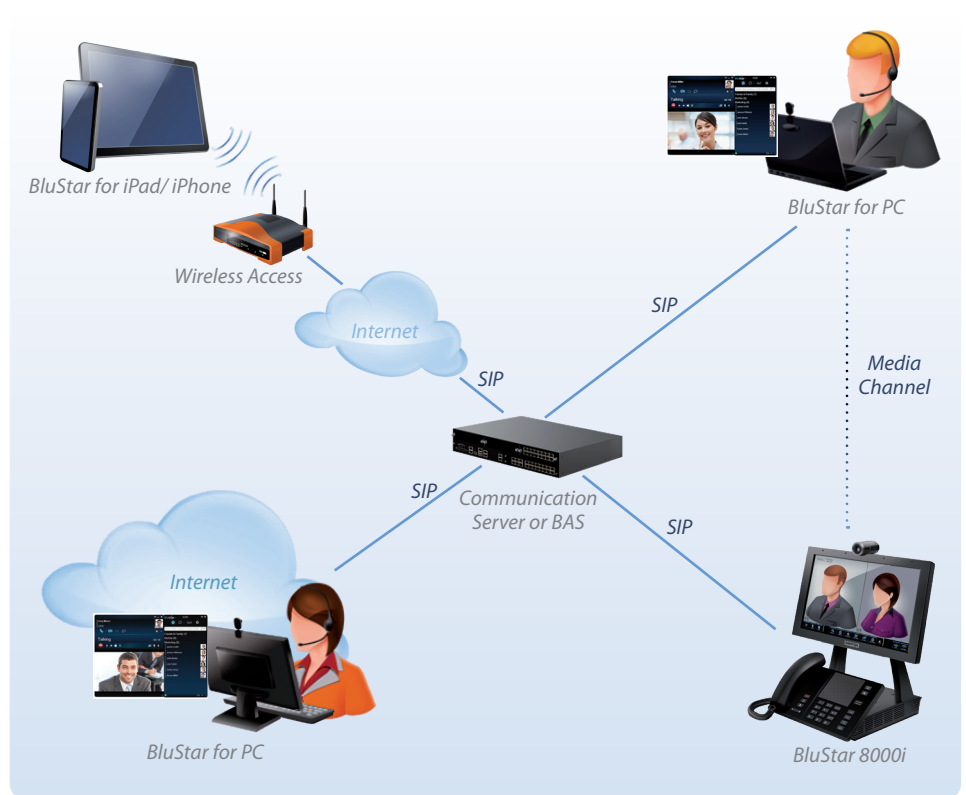
# System Architecture

## SIP Endpoint Connected Directly to the Platform

The BluStar for iPad/iPhone Apps are SIP user agents that connect directly to the communication server or BAS. Signaling and media transmission rely on the device having data connectivity through either a public or private IP network. At start up, the Apps register with the communication server or BAS using SIP. During the registration process, the Apps are allocated a user licence on the communication server or BAS.

Media transmission (RTP) between the Apps and the terminating end point is routed directly between endpoints. All signaling communication and negotiations (SIP-based) between the Apps and other users is routed via the communication server or BAS.

*Note: A user license is required in order for a device or client to connect to the communication server or BAS.*



## App Requirements and Language Support



### Supported Devices

- \* iPad 2, iPad (3rd generation), iPad (4th generation), iPad mini, iPad Air
- \* iPhone 4, iPhone 4S, iPhone 5, iPhone 5C, iPhone 5S
- \* iOS 7

### Multi-Language Support

- \* The BluStar Apps support the following languages:
  - Dutch
  - English
  - French
  - German
  - Italian
  - Spanish