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confused??



**What is the difference between SIP telephone systems/phones and IP phones (endpoints)?**

**Many are still confused** between the subtle nuances of SIP and IP. SIP is short for **Session Initiation Protocol**, which is being tagged as an "industry standard" language or protocol. Sip Foundry (<http://www.sipfoundry.org/home.html>) is a non-profit consortium that works in conjunction with the IETF (Internet Engineering Task Force) to standardize IP communications and interoperability. While SIP standardizes the "language" of IP phone communications, its downfall is that it is not yet up to speed on carrying the hundreds of features available on a "proprietary" IP PBX (phone system). At first, SIP functionality had roughly 6-9 standard "features" such as transfer, hold, conference, etc... and quickly got expanded to 19 with the SIPping 19 feature set. So while IP is typically "proprietary" manufacturer software signaling, it carries hundreds of features: and SIP is "industry standard" with a much smaller feature set.



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**Summer  
Newsletter  
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## ► SIP Provider Trunking

**SIP Service Provider Trunking is now available in MA, VT and NH.**



Service providers such as Paetech, Broadsoft, and others can sell SIP "trunks" in addition to or in place of copper phone lines, PRI and voice T1 circuits. SIP trunking costs may be comparable to traditional circuit costs, or may even be lower in the future. You might also be able to get as many as 46 SIP trunks with the same bandwidth as a voice T1. When considering a new telephone system, make sure it is SIP provider trunking capable.

## ► Business Security: IP Cameras Business Security is a hot topic.

Our recent Vermont Business and Industry Tradeshow attendance in late May sparked more interest with **security cameras** and solutions than any other product we sell. Issues such as loss, damage, injury liability, and unauthorized access are prompting businesses and institutions to cover problematic areas and entrances with video surveillance. IP cameras are the latest technology, and allow scalability from one to hundreds of cameras. IP network bandwidth, QoS, and storage requirements must be calculated, call us for a no-obligation design meeting.



## ► FCCS "Disaster Recovery" room for our customers

Did you know First Choice has a **Disaster Recovery room** for all of our existing customers? Lets say a flood or fire disables your place of business...what do you do? We have pre-arranged action plans for our customers to manually forward their business lines/numbers to an extra-capacity T1 we have here at our office in Brattleboro. Our Conference Room quickly converts into an office for 10-12 employees to take customer calls directed to specialty DID's so you can answer as if you were in your own office. Disaster Recover is a free service to our Maintenance Contract customers. Ask us how to facilitate this and have it "ready to roll".



*The Disaster Recovery room is quickly converted into a working office space for 10-12 employees.*

## ► Lightning Season is back...again!

**Electrical storms are just about the biggest enemy of a reliable telephone system (Avaya, Mitel, NEC, Nortel).** Luckily, there are ways of protecting your investment with basic lightning and surge protection, and professionally engineered grounding. Lightning takes the path of least resistance, so a sub-par building ground may not ensure that lightning protection hardware installed in the Telco

room will fully protect the PBX, cards, modules, and telephone sets. Such factors as soil moisture content, relative resistance, and composition all factor into how well a building ground solution will carry a lightning strike into the earth as opposed to valuable electronic equipment.

## ► VBNI Tradeshow Wrap Up:



**The Burlington Vermont Business and Industry Tradeshow** last month was a wild success. We re-vamped the look and feel of our booth to a more "high-tech" layout, demonstrating video surveillance and phone system desktop applications on a large flatscreen monitor. Traffic flow was heavy Wednesday and steady Thursday, and we were approached by more businesses "ready to buy" a solution from us than any of our 7 previous years exhibiting at VBNI. Security/Monitoring took center stage with IP cameras being the prime topic of discussion.

## ► Card Reader Systems: Did You Know?

Did you know **card reader systems** could do much more than just open a locked door? Any device with a contact closure (on-off switch) can be controlled with a door access/card reader system. Gas pumps, video camera recordings, lights, and lifts, anything with a switch or motor can be controlled via a user card and profile access. A scenario as to the flexibility to a card reader system might look something like this: ABC Oil Delivery Co. has problems with its delivery drivers smoking during refills at the depot and not turning off the truck engine while pumping. First Choice suggested a Key FOB solution where the driver, upon arrival at the refueling depot, must take his keys out of the truck to swipe the proximity (FOB/Card) reader, forcing him to shut off the running truck. A successful FOB read turns on the fuel pumps and activates a security camera to record the event, showing if the driver is smoking during refueling or not. Recording during refueling also ensures that there is no unauthorized diesel thieves jimmying the pump.

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