

The Link Wireless Telephone System versus Cellular Services

	Link WTS	Cellular
System Overview	The Link WTS system is an adjunct wireless telephone system operating in the 902-928 MHz unlicensed band. It is the fourth generation of SpectraLink's flagship product introduced in 1992.	Cellular services are continuously changing. As providers migrate to different technologies, the handsets must be replaced to work on the new networks.
PBX Integration	The Link WTS connects to most popular PBX and key systems using standard digital station ports. SpectraLink offers digital interfaces to Avaya, Comdial, Fujitsu, Inter-Tel, Mitel, NEC, Nortel, Panasonic, Siemens, and Toshiba telephone systems.	Cellular phones do not directly interface with the PBX. Separate servers may be used to forward calls from the corporate PBX and provide limited functionality through key sequences.
Handset Design	<p>SpectraLink's Wireless Telephone is designed specifically for workplace use. It has no vulnerable areas such as an external antenna or moving parts. SpectraLink designs the handset to high durability standards. For example, it must survive 3 drops onto concrete from 24 feet.</p> <p>The handset is designed for rapid user acceptance with minimal training. The only user-configurable options are the ring tone and volume setting. All other features are accessed through the host switch.</p>	<p>The intended market for cellular telephones is the consumer, not the workplace user. They often have external antennas that are vulnerable to breakage. Typically the handset is designed to a 3 to 5 foot drop specification.</p> <p>Cellular handsets use a combination of menus for selecting various handset attributes, requiring more user training, offering more opportunities for mistakes, and requiring more problem resolution trouble shooting by support staff.</p>
Multi-line Handsets	With digital connections to the host switch, SpectraLink Wireless Telephones can have multiple line appearances just like digitally wired sets. Users can choose to answer the call or allow it to follow a pre-determined coverage path to voice mail or another telephone.	Cellular handsets support only one line appearance. Missed calls because of only one line appearance can be routed to voice mail or another telephone.
Display Capabilities	SpectraLink Wireless Telephones provide display information from the host switch when connected through a digital interface. Features such as calling party name display, message waiting, and switch-based directory lookup can be accessed with the handset.	Cellular handsets may not be capable of displaying the calling party name or a message waiting indication.
Risk of Theft	The threat of Wireless Telephone theft is greatly reduced by the fact that stolen Wireless Telephones cannot be activated on a public cellular network.	Telephones may be stolen and activated on the cellular network, providing incentive for telephone theft.

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System Engineering	SpectraLink uses floor plan analysis to determine the number and location of Base Stations. This approach insures comprehensive, overlapping coverage with no dead spots and allows for facility reconfiguration and remodeling. SpectraLink <i>guarantees</i> coverage based on floor plan analysis.	Large corporate cellular implementations may require engineering site surveys or analysis to determine if the network can support the required capacity. Site surveys usually do not verify the required coverage. Remodels and additions to the building or reconfiguration of the local cellular network can cause drastic changes in coverage quality.
System Capacity	The Link WTS supports 3,200 Wireless Telephones, 1,000 Base Stations, and up to 1,600 simultaneous calls within an easily expanded single system.	Large corporate cellular implementations cannot typically be supported without adding a cell tower on the campus. This usually locks the customer into long-term commitments, subject to rate changes and technology migrations.
Airtime Usage Charge	Airtime service charges are never an issue. Link WTS customers own the system and there are no airtime charges of any kind.	All calls are subject to airtime charges of the cellular network provider. Cellular providers often persuade corporate customers into rate plans that cover many more minutes than are usually required. Contracts for service may be renegotiated and may result in unfavorable usage charges.
Call Handling at Coverage Area Boundaries	The Link WTS telephone switch interface allows for calls to be held for a variable amount of time in order for the Wireless Telephone user to return to the coverage area and continue the conversation.	When leaving the range of the cellular network, calls will either be lost or charged additional roaming fees.
Remote Networking	SpectraLink provides networking between Link WTS systems using industry-standard T1 interfaces. All digital switch interface features are available to users transparently in the local and remote locations. At no time do users incur airtime related charges.	A single public cellular network may not provide coverage at remote or distant locations outside of the normal coverage area. Roaming and long distance charges may apply at other corporate facilities.
Application Interface	SpectraLink's Open Application Interface (OAI) enables information systems such as alarm and control, nurse call, paging, databases, and scheduling to integrate with the wireless system. Access to PC-based software applications is provided directly through an RS-232 interface and allows for two-way messaging functionality.	There is no way for a cellular system to support an open interface for two-way messaging or integration of systems such as nurse call systems. A mobility server could forward calls to the cellular network, but the person could be far away from the main site and not be able to respond to an emergency. Features such as paging and text messaging can be added, usually for an additional fee, to the cellular service plan.
Product Commitment	SpectraLink is 100% dedicated to the workplace wireless telephone market. All of SpectraLink's engineering, manufacturing, marketing, and sales resources are focused on this market.	Cellular providers are focused on recurring revenue from public cellular users. In-building systems are offered as an opportunity to lock in large customers to long-term usage contracts.