Our Top 10 Frequently Asked Questions:

Q: Is there a big market for Robust VoIP telephones?

A: Yes. All signal transmission, in their many and various forms, are being converted from electrical, using copper wire and coaxial cable, to fiber optics. Robust VoIP Telephones is one of the major profit centres within this market so Norphonic is in the early stages of a fiber optics bull market. Also, since we use existing IP networks for communication, our telephone solutions can also be an ideal communication platform for video, data as well as voice. Industry analysts such as Ovum predicts that the annual global market for robust VoIP telephones will grow significantly over the coming years and opportunities exist in markets such as underground mining, road and train transport, utilities, industrial production and infrastructure environments.

Q: What are the benefits of using Open SIP Standard Norphonic Telephones?

A: Generally speaking, the benefits of open standard SIP telephones include: higher stability; stronger license rights or access protection; higher performance; deeper functionality; and lower comparative costs. In many cases, the case for open standard IP telephones is stronger than other IP based technology because of the state of the legacy analogue telephone and PBX market.

Q: What are the advantages with Norphonic telephones compared to other IP phones?

A: Norphonic was the very first Robust, Open SIP (VoIP) Standard telephone released on the market and has a long and successful history of being implemented in many different market applications worldwide. We offer automatic self monitoring and fault checks in all our deliveries, which means lower maintenance and service costs for the end user. And our IP products can also be updated remotely, saving considerable set-up costs. We can also offer inbuilt fiber ports which allows redundant networking and a host of other specific options tailored to different applications. The high voice sound quality is also an important Norphonic advantage, as these products are often used in noisy industrial and emergency applications.

Q: How does the automatic self monitoring and fault check feature work?

A: Norphonic telephones are unique in that the status of telephone components can be monitored remotely. This includes link status, handset on/off, line failure, condition of components and so on. The reading of this information can be done in a number of ways using industry-standard network technology, via Modbus UDP, Modbus TCP Protocol, or via SNMP. This means that the status of phone components can easily be delivered into a number of different alarm-handling programs and work seamlessly with other remote management systems.

Q: Can Norphonic VoIP-SIP Telephones work with established PBX systems such as Alcatel and Cisco as well as Open Standard platforms?

A: Yes, Norphonic is based on totally Open Standard SIP (VoIP) technology and can therefore work with virtually any IP based PBX solution, whether it is established vendors such as Alcatel, Cisco, Broadsoft, SIPgate as well as open standard platforms such as Asterisk. –Norphonic telephones therefore represent a future-proof investment which makes our solution particularly attractive to network engineers and IP system designers worldwide.

Q: Is there a difference in sound quality when using an IP telephone sound compared with analogue phones?

A: End users often have a certain quality expectation for a telephone communication. And the expectation is no less when using a VoIP telephone compared to a traditional analogue phone. In other words, a network designer should be careful to specify a VoIP Telephone which gives a good sound quality. Norphonic products comes with built in features which ensures extremely good sound, including Quality of Service (QoS) which refers to the ability to provide different priority of voice and data flows, ensuring impeccable delivery of voice communications in an IP network. Another inbuilt Norphonic feature is the Type of Service (ToS), which delivers packet precedence (i.e., priority) in network traffic, thereby ensuring low delay, high throughput and high reliability. Together with our unique product design, this gives the Norphonic Heavy Duty VoIP Telephone a high quality Mean Opinion Score (MOS) of 4.3.

Q: What does "Mean Opinion Score (MOS)" mean?

A: The quality of a call can be measured using one of several call quality metric calculations. The most commonly used system is the Mean Opinion Score (MOS). The MOS score of a call is between 1 (for unusable) and 5 (for excellent). VOIP calls that are working properly fall between 3.5 and 4.2 MOS. A score of 4.0 is defined as toll quality. MOS score is an indication of what users would think about the call. It was developed using surveys of users of different technologies, but today it is calculated through the use of engineering formulae. When designing industrial IP networks to carry voice, you should not allow the MOS to drop below 3.0 at any time. For most emergency network applications, a MOS above 3.7 is recommended at all times. The Norphonic Heavy Duty VoIP Telephone has a MOS of 4.3.

Q: What other technology do I need if I want to use Norphonic IP Telephones?

A: First off, you need an Ethernet infrastructure. By that, we mean data network consisting of fiber/data cables. The data signal could also be converted to Wireless signals by using antennas if needed. Secondly you would need the IP telephones via the ethernet network to a IP based Private Branch Exchange (PBX) switchboard system, or alternatively a more basic VoIP Gateway. VoIP Gateways are often a cost-effective option in many industrial / emergency applications.

Q: What is a "Fiber Optic Network" and what is the history behind it?

A: The Fiber Optic Network communicate by sending signals down hair-thin glass or plastic fiber cables. It means that a communications signal can travel by the speed of light. It was developed by the large R&D labs 30 years ago and was first installed in Chicago in 1976. By the mid-80s, fiber was replacing all the telco copper, microwave and satellite links. In the 90s, companies discovered they could offer phone and Internet service on that same fiber and greatly enlarged their markets. Computers and LANs started using fiber about the same time as the telcos. Industrial links were among the first as the noise immunity of fiber and its distance capability make it ideal for the factory floor. Today fiber optics is the dominant medium for every communication system.

Q: Can you give me a quick overview about Norphonic and what you do?

A: Norphonic is a privately held company, manufacturing Heavy Duty VoIP Telephones used in a wide range of industrial and emergency environments worldwide, including transport applications (rail, air, road, underground and metro systems), car parks, mines, production floors, public spaces and heavy duty industrial applications such as offshore wind farms and power manufacturing sites.

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