



This one's worth
a closer look

Optus ipPhone Premier.

- High quality voice calls
- Advanced calling features like Call Routing, Call Logs and Line Hunt
- Professional installation
- Keep your existing phone numbers
- Consolidated management of your broadband and phone service

iPhone Premier

With Optus iPhone Premier, you enjoy a high quality phone service with the flexibility and advanced benefits of VoIP technology.

What is VoIP?

VoIP stands for Voice over Internet Protocol, a technology that transmits telephone calls over the Internet. Harnessing the power of our broadband network, Optus iPhone Premier replaces your existing fixed line service¹ to deliver a high quality phone service with a host of easy-to-use features.



Features and benefits



Quality service

Because your service is provided by one of Australia's most well known and trusted telecommunications suppliers, you can be sure that your voice calls are of the same quality as a fixed line service. Plus, the data you use for calls won't count towards your broadband data usage allowance. That means that even if your broadband is speed limited, your phone service won't be affected².



Advanced features

Access advanced calling features traditionally enjoyed by large organisations. With Optus iPhone Premier, features such as Call Routing and Call Logs are easy to set up and simple to manage.



Low-priced calls and monthly access

Low monthly access and call rates, starting from 12¢ for local calls³ and no flagfall on any call.

Optus iPhone Premier comes with two calling applications that give you the flexibility to choose how you work.



Personal Agent

When you're online, this web-based tool lets you make and receive calls via your browser and offers a number of great call management features. Use Call Routing to set up your own Line Hunt according to the time of day and week or caller ID to make sure no calls go unanswered. The Personal Telephone Directory handles all your contacts and lets you make calls with the click of a button.



Soft Phone

An application that's loaded onto your computer, the Soft Phone lets you make calls directly from your computer⁴. Styled like an on-screen telephone, you dial via your screen and use a headset to talk⁵. Call Logs keep a record of who you've been talking to and for how long.



Multimedia Bolt On⁶

This Bolt On pack offers a host of features that make it easier to work smarter.

- Video conferencing lets you see who you are talking to – a simple and inexpensive way to meet with your staff and customers
- Presence is similar to instant messaging and lets you know who is online before you call
- File Share transfers files while you're online without the need for email
- Web Push shares a web page so you don't need to spell out the URL over the phone

ipPhone Premier

Get connected

To be eligible for ipPhone Premier, you need a Business DSL Direct service from Optus⁷. After you choose your equipment we'll take care of the installation⁸.

Professional Installation

Your ipPhone Premier service is installed by a professional. This includes line installation, hardware set up and software configuration⁸.

Up to six phone lines

As a replacement¹ for your fixed line service, you can bundle two to six phone lines with each Optus DSL Direct service².

Number Porting

With Optus ipPhone Premier you can keep your existing phone number⁹.

Consolidated broadband & phone services

Optus will provide and manage both your Business DSL Direct service and your ipPhone Premier service, offering one point of contact for internet and phone support.

Pricing

With ipPhone Premier you enjoy excellent call rates and low monthly access fees. Choose a 12 or 24 month plan and you'll receive a great account credit per line:

\$60 credit per line on a 24 month plan
\$30 credit per line on a 12 month plan

If you're looking for flexibility choose a month-to-month plan.

One-off professional installation⁹ is \$199 per site.

Pricing	
Monthly access per service (min 2 services)	\$19.95
Local and national calls (untimed)	12¢ per call ³
ipPhone to ipPhone calls	0¢
Calls to mobiles	29¢ per min capped at \$1 for up to 10 min (then 29¢ per min for the rest of the call)

Hardware	
Integrated Access Device (IAD) ADSL 2+ Modem, 2 Phone Ports, 4 Ethernet Ports (required)	\$199
Analogue Telephone Adaptor (ATA) 2 Phone Ports (optional depending on number of lines)	\$199
IP Handset (optional)	\$179

Value-Added Services	
Multimedia Bolt On ⁶	\$2.95 per line per month
Voicemail	\$3 per line per month



29¢ Cap for 10 min calls to mobiles

Combine your ipPhone Premier service with an Optus Business Mobile and calls from your ipPhone Premier service to Optus GSM mobiles will be capped at 29¢ for up to 10 minutes (then 29¢ per min for the rest of the call).

iPhone Premier

1. In the event of a power failure, you will not be able to use your iPhone Premier service to make or receive calls, including, for example, to emergency services. It is recommended that you purchase an uninterruptible power supply (battery backup) if you are relying on your iPhone Premier service to make emergency phone calls. TTY services cannot be used with the iPhone Premier service. 2. One Business DSL Direct service will support the use of a maximum of 6 simultaneous iPhone Premier services. The number of services supported may be restricted in some areas due to your line condition or your distance from the telephone exchange. Attempting to make more simultaneous iPhone Premier calls over a single Business DSL Direct service than the number of iPhone Premier services you have connected could degrade the quality of all those simultaneous calls. 3. Local call rates apply to standard local calls only. Some services eg. ISDN are not classified as standard local calls. 4. Optus Soft Phone is not compatible with some operating systems, including Microsoft Windows Vista and Macintosh OS operating systems. 5. Headset must be purchased separately from a retailer of computer / electronics products. Not available from Optus. 6. To take advantage of the features offered by the Multimedia Bolt On the person you are communicating with must also be an Optus iPhone Multimedia Bolt On customer. 7. The iPhone Premier service is available in metropolitan and many regional areas of NSW, ACT, VIC, QLD, SA and WA. It is not available in TAS or NT. For technical and commercial reasons, not all businesses can be connected to the iPhone Premier service. 8. Optus will install the required equipment and will charge you an installation fee. Additional charges may apply for a non standard installation. 9. Not all features and services are able to be transferred with your local call service. 10. To be eligible to acquire an iPhone Premier service you must be and remain connected to a Business DSL Direct service from Optus and purchase the required equipment from Optus. 11. You must connect to a minimum of 2 services and up to a maximum of 6 services. The number of services supported may be restricted in some areas due to your line condition or your distance from the telephone exchange. 12. Customers who wish to use their existing telephone number with the iPhone Premier service must complete a Porting Authority Form which contains the information that we send to Telstra to request that the number be ported to Optus. There are a number of limits as to what services can be ported to the Optus network. 13. If you transfer your phone number to another carrier or cancel your iPhone Premier service then your Business DSL Direct service will also be cancelled, unless you acquire the Optus Local Access Direct service. 14. 12 or 24 month agreements. If your iPhone Premier service is cancelled before the end of the 12 or 24 month agreement period, a cancellation fee will apply per service and will be calculated as your monthly access fee multiplied by the number of months remaining under your agreement. 15. The minimum total cost for the iPhone Premier service with the Business DSL Direct service is set out in the table below and does not include call costs. Cost may vary depending on the plan and depends on the number of services connected. 16. Your current service provider is responsible for providing service and fault assistance until the service is transferred to Optus. Once transferred, any previous contractual rights, discounts etc with your previous service provider will be forfeited. 17. If you use your iPhone Premier service to call emergency services (000), you must verify or inform the operator of the street address of the location from where you are calling. In the event of a power failure, you will not be able to use your iPhone Premier service to make or receive calls, including, for example, to emergency services. It is recommended that you purchase an uninterruptible power supply (battery backup) if you are relying on your iPhone Premier service to make emergency phone calls.

Plan	Monthly Access Fee	Cost of IAD	Professional Installation per site (once-off)	DSL Connection Fee (per DSL service)	Min. Total Cost of Optus iPhone Premier & Business DSL Starter Package
2 x Optus iPhone Premier 12 month (at \$19.95 = \$39.90) + Business DSL Starter 12 month (\$39.95)	\$79.85	\$199	\$199	\$39	\$1335.20 over 12 months
2 x Optus iPhone Premier 24 month (at \$19.95 = \$39.90) + Business DSL Starter 24 month (\$39.95)	\$79.85	\$199	\$199	\$0	\$2194.40 over 24 months

It's no laughing matter



All the best deals for your business are right here.

CALL 1300 OPTUSBIZ (1300 678 872)

Pricing and information correct as at 14 May 2007.

SingTel Optus Pty Limited ABN 90 052 833 208

