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PANASONIC ANNOUNCES INTEROPERABILITY OF ITS SIP CORDLESS PHONES WITH BROADSOFT'S BROADWORKS PLATFORM

KX-TGP500 Series Boasts HD Wideband Audio for Superb Voice Quality, Productivity-Boosting Features, Large Alphanumeric Display in a Sleek Yet Affordable Design

Scottsdale, AZ, BroadSoft Connections 2009, October 26, 2009 – Panasonic System Networks Company of America, the leader in business and home telephone systems, today announced the interoperability of BroadSoft's BroadWorks® platform with the KX-TGP500 series of SIP DECT cordless telephones, which offers outstanding voice quality and a range of productivity-boosting capabilities in a full-featured desk phone replacement. DECT 6.0 ensures no interference with wireless networks, and the convenient cordless design eliminates the need to run dedicated network wiring to each employee workstation. It is ideal for home and business environments.

The Panasonic TGP500 series phones debut at BroadSoft Connections 2009: Voice & Vision, October 25-28 in Scottsdale, where Panasonic is a Platinum Sponsor. This is Panasonic's second year sponsoring BroadSoft's annual users' conference, validating the company's continued commitment to its partnership with BroadSoft®.

"As the market leader, Panasonic is committed to delivering innovative features and superior performance," said Mike Roshandel, director of business development, Panasonic System Networks Company of America. "Panasonic has embraced the BroadSoft VoIP platform and is working with BroadSoft's service provider customers to enable new solutions for IP communications."

"We are excited to see Panasonic joining our SIP-based ecosystem," said Ken Rokoff, vice president of business development at BroadSoft. "Panasonic's initial product offering is unique and will help drive the hosted voice market forward. These new technologies will help carriers differentiate their services to meet the needs of today's demanding market."

With flexible configuration options, it has never been easier to deploy and expand a SIP-based phone system. The benefits of SIP are especially compelling in today's business environment, where every dollar counts. The reduced hardware costs and simplicity of routing calls over an Internet connection can add up to huge savings on monthly telephone bills. With the Panasonic KX-TGP500 series SIP phone system, it is quick and easy to add up to six cordless handsets—each with its own number. All that is needed is a single Internet connection and an electrical outlet near the location of the handset. Because it employs DECT technology, the connection is secure and the sound crystal-clear. Panasonic's SIP DECT phones use 100 percent recycled packaging materials, and all new models are Energy Star® qualified, which means they use about one-third less energy than non-qualified models.

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Compatibility of the TGP500 series phones include:

- BroadSoft BroadWorks VoIP application platform
- CAT-iq
- Asterisk
- IETF SIP version 2 (RFC3261 and companion RFCs)

TGP500 Series Details

KX-TGP500

The system features a wall-mountable base unit and one cordless handset. It is expandable up to 6 DECT 6.0 cordless handsets and supports up to 8 phone numbers and 3 simultaneous calls. It boasts Wide Band Audio (G.722) and 5 hours Talk Time, 5 days Standby. Its elegant design features a white backlit large LCD on the handset and a handset Call Button on the base unit. It also has a handset speakerphone, 2.5mm headset jack and belt clip. MSRP \$199.95



KX-TGP550

The KX-TGP550 has all the features and benefits of the KX-TGP500 and adds a corded base unit with a large white backlit LCD and 5 hours Talk Time, 5 days Standby, plus a Hands-Free Speaker phone, Handset Call Button on the base unit, and one-touch call transfer with Busy Lamp Indication. MSRP \$329.95



KX-TPA50

The TGP500 systems can be expanded up to a total of 6 cordless handsets by adding the KX-TPA50 cordless handset. MSRP \$99.95



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About Panasonic System Networks Company of America

Based in Secaucus, NJ, Panasonic System Networks Company of America is a division of Panasonic Corporation of North America, the principal North American subsidiary of Panasonic Corporation (NYSE: PC) and the hub of Panasonic's U.S. branding, marketing, sales, service and R&D operations. Panasonic System Networks Company of America, which integrates the businesses of the former Panasonic Communications Company of North America and Panasonic System Solutions Company, is a comprehensive business-to-business enterprise solutions provider. The company is a leader in corded PBX/IP PBX telephony systems and offers a complete suite of office productivity solutions and home communication and networking solutions, including cordless phones, security cameras, interactive whiteboards and multi-function printers that provide convenience, style and ease-of-use for consumer and business applications. Information about Panasonic and its products is available at www.panasonic.com/bts. Additional company information for journalists is available at www.panasonic.com/pressroom.

About BroadSoft Connections 2009: Voice & Vision

BroadSoft's seventh annual executive users' conference will showcase new technologies that enable service providers to design customized communications services to continually meet the needs of a demanding Marketplace. BroadSoft is bringing together industry leading technology companies and 400 leading telecommunication service providers from around the world. World-renowned author and technology expert, Nicholas Carr, is the keynote speaker and will explore how companies who continually adapt and innovate will not only survive but surpass their competition by capitalizing on the evolution of technology. More information is at <http://www.broadsoft.com/connections/2009/>.

About BroadSoft

BroadSoft[®], the world-wide leader of VoIP application software, enables the delivery of hosted telephony and multimedia services. BroadSoft's family of carrier-class products, including its award-winning flagship BroadWorks[®] technology, empowers wireless, wireline and cable carriers to deliver next-generation voice and multimedia applications and advanced features that enable them to increase revenue, enhance competitive differentiation and increase customer satisfaction. BroadSoft products deliver the scale, open architecture and reliability that the world's leading telecommunications companies demand to serve mission-critical enterprise and residential broadband customers. BroadSoft provides VoIP applications to nine of the top 10 and 15 of the top 25 largest carriers worldwide, as measured by recent annual revenue, including KPN, Korea Telecom, Qwest, SingTel, Sprint, Swisscom, Telefonica de Espana, Telstra, T-Systems, and Verizon. For additional information, go to www.broadsoft.com.

About CAT-iq

CAT-iq stands for Cordless Advanced Technology - Internet and Quality. CAT-iq is the global technology for wireless broadband home connectivity and is available in a protected frequency band almost worldwide. The CAT-iq technology supports new and exciting products for wireless home communication and infotainment. CAT-iq is a registered trademark owned by the DECT Forum and requires a certification program For more information about CAT-iq please visit <http://www.cat-iq.org>.

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