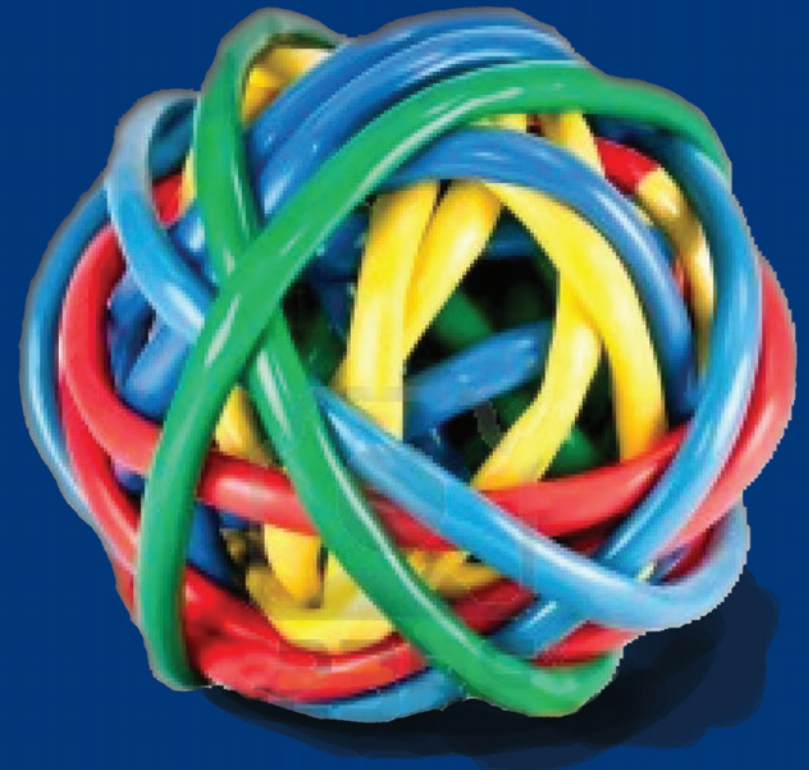




ShoreTel & Kevin Akers

ShoreTel provides Unified Communications solutions based on its IP business phone system. ShoreTel asked Kevin Akers design + imagery to review their overall branding image, printed materials and corporate identity, then make recommendations for upgrading the look and feel of the company's various design components.

Here is a look at how Kevin helped to unify the communications of a Unified Communications company.



925.735.1015 www.kevinakers.com

The first order of business was to tackle ShoreTel's print materials.

A survey of the materials revealed a lack of theme or memorable concept, type readability issues and a never-ending series of loose data sheets, all too similar to one another with too much copy and not enough visuals.

A well thought-out system had to be designed that helped with product differentiation, typographic hierarchy and brand messaging. It had to be easy to use, for ShoreTel's marketing efforts as well as those of its channel partners, and present a confident, unique and consistent voice in the crowded, hyperkinetic technology marketplace.




ShoreTel
INTELLIGENT PHONE SYSTEMS™

Driving innovation in enterprise IP telephony

ShoreTel, Inc (formerly Shoreline Communications, Inc.) is a privately held debt-free company that has supplied quality IP telephony systems to the enterprise since 1998. The company is solely dedicated to designing and delivering enterprise communication systems. Our core corporate value is integrity – of our products, employees, customer service and partner relationships.

ShoreGear® Voice Switches

Increase employee productivity and customer satisfaction by unifying communications across multiple enterprise locations.

Highly reliable, intelligent ShoreGear voice switches meet the communications needs of small, medium and large offices by:

- Eliminating communication boundaries with one enterprise phone system that spans multiple locations
- Instilling confidence through a proven, dependable design
- Providing a smooth, scalable migration to IP telephony
- Allowing rapid plug-and-play deployment
- Delivering pristine voice quality

Eliminate communication boundaries
With a single phone system spanning multiple locations, enterprises can radically simplify employee communication and boost customer satisfaction. Employees can uncover hidden productivity drains as they seamlessly transfer, conference, pick up, park and external telephone with the Office Anywhere™ feature. Customer satisfaction increases as calling parties connect with the right people faster.

Confidence through reliability
System administrators can rest easy knowing ShoreGear voice switches deliver 99.999% reliability and use an embedded, real-time operating system. A unique call control architecture enables switches to communicate with each other and distribute call processing on the network. If a switch goes offline, its peers automatically compensate, ensuring uninterrupted service. Distributed call processing eliminates single-point failures – providing a level of reliability exceeding traditional voice systems.

Key Products
The ideal solution for a headquarters, regional and branch offices, **ShoreGear-60**, **ShoreGear-50** and **ShoreGear-90** support up to 120, 90, 60, 50 and 40 IP phones or combinations of analog devices respectively. A power-fail transfer port on these switches ensure dial tone during power outages.
The **ShoreGear-220T1** and **220E1** support digital trunks combined with 100 and 70 IP telephones respectively within a 1U half width chassis. All the switches provide an audio input port for music-on-hold, plus an audio output port for overhead paging and night bell services.
ShoreGear-T1 and **ShoreGear-220T1** provide a T1 interface for high-density trunking to a central office (CO). ShoreGear-T1 options support loop start, wink start or Primary Rate Interface (PRI) signaling. ShoreGear-T1 options can also function as a voice-over-IP gateway to existing legacy systems – bridging the ShoreTel gateway path to IP telephony.
ShoreGear-E1 and **ShoreGear-220E1** provide an E1 interface using Euro-ISDN PRI signaling for international applications. All the ShoreGear switches include two LAN ports for redundant network connections.

Key Features

Embedded call control
ShoreGear voice switches are highly reliable devices since they use flash memory for storing information rather than a mechanical hard disk prone to failure. And since the switches use VMEworks, the leading embedded, real-time operating system from Wind River® Systems, your phone system will not be subject to the numerous attacks and viruses associated with server-based solutions. With embedded call control, you have confidence since dial tone is being delivered by the most reliable, robust platform on the market.

Smooth migration path, seamless scale
With nine stackable, space-efficient designs, ShoreTel makes it easy to choose the right solution for large corporate headquarters, regional branches and small satellite offices. When the organization grows and small more ShoreGear voice switches - there are no costly hardware breakpoints. Enterprises can also migrate to IP telephony over time using the ShoreGear-T1 and ShoreGear-E1 options to provide tandem trunking and coordinated dialing with existing PBXs.

Rapid deployment
Plug-and-play installation means enterprises can add new ports and users by simply connecting switches to the network. ShoreWare® Director automatically discovers new switches and adds them to the ShoreTel system.

Pristine voice quality
In independent rankings, ShoreTel consistently earns top marks for superior IP telephony call quality. The low latency and toll-quality voice delivered by ShoreGear switches are the result of ShoreTel technology leadership in dynamic echo cancellation and jitter buffering, as well as lost packet handling.

Distributed call control
Call control on the ShoreTel system is distributed to each and every ShoreGear voice switch on the network, eliminating any single point of failure. In the unlikely event a ShoreGear voice switch fails or becomes isolated by a network fault, the other switches on the network continue to operate without being affected.

IP phone failover
If a ShoreGear voice switch supporting IP phones fails or is isolated by a network fault, the phones will automatically failover to another voice switch at the site providing complete redundancy. And since call control is distributed, redundancy is delivered cost-effectively with N+1 rather than N+2 configuration required by centralized systems. Second-, third-, fourth- level redundancy can be configured by simply adding additional voice switches.

Gateway failover
If a ShoreGear voice switch connected to the PSTN fails or is isolated by a network fault, the system will automatically route calls out an alternative switch.

PSTN failover
If the wide area network is down, or if admission control for voice traffic on the wide area network is reached, extension to PSTN ensuring seamless communication.

Ethernet port failover
ShoreGear voice switches feature redundant network uplinks. If the upstream network device fails, the ShoreGear voice switch will automatically failover to the redundant link ensuring continuous operation.

Power failover
The ShoreGear-120, 90, 60, 50 and 40 all feature power fail transfer. In the event of a complete power outage that exceeds the duration of your reserve power, one analog trunk on the voice switch will automatically connect to one analog telephone providing emergency dial tone.

ShoreGear-120
ShoreGear-90
ShoreGear-60
ShoreGear-50
ShoreGear-40
ShoreGear-T1
ShoreGear-220T1
ShoreGear-E1
ShoreGear-220E1

ShoreTel's print materials needed better readability, more imagery and a focus.

Focus groups concluded that it was ShoreTel's unique architecture that made it superior to its competitors. This architecture was created from the ground up and not patched together from a series of unrelated products.

Architecture could be the unifying theme and bring much needed imagery to an ethereal tech-sector product that is difficult to visualize. It also dovetailed with the enterprise business audience that ShoreTel was eager to engage. A main "Evergreen" brochure was designed with a back pocket to fit a streamlined suite of color-coded data sheets. By having the overall company story accompany the product data sheets order was brought to the chaos of loose information and a unified message was easier to control.



ShoreTel's stack of switches creatively morph into conceptual architecture.



Customer focus drives our success

In the white-hot market of unified communications, ShoreTel stands out. Our success is based on more than superior technology; organizations like yours are choosing ShoreTel because we deliver more than customer satisfaction—we deliver customer delight.

We have built our business by ensuring that ShoreTel solutions, service and performance exceed customer expectations—a rigorous approach that has been rewarded with many accolades and world-class customer satisfaction ratings.

Build your business on the performance and reliability of Pure IP communications

Across industries, companies of all sizes are embracing unified communications—the integrated delivery of voice, data and video—to accomplish four critical goals:

- Improve employee productivity by transforming the way people communicate
- Integrate the communication system into business processes
- Deliver communications services with superior reliability and availability
- Reduce capital and operating expenditures

ShoreTel delivers high-performance Pure IP communications

ShoreTel delivers breakthrough unified communications solutions that can help you achieve all of these goals, and more. Our market-leading Pure IP solutions redefine the traditional phone system to offer:

- Extremely high levels of scalability, reliability and availability that meet the needs of global enterprises, and small and medium businesses, alike
- Exceptional ease of installation, management and use
- Accessibility by mobile users, transferring the full productivity of their office environment to their mobile phones
- Lower total cost of ownership

Unbeatable reliability and value

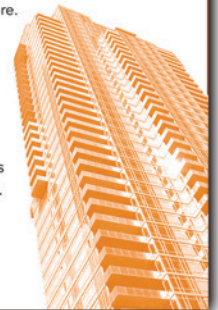
ShoreTel's distributed software architecture and innovative product design provide enterprise-class reliability and scalability for businesses of every size—from ten users to tens of thousands. No matter what the size of your deployment, you can expect reliability that exceeds the most stringent measure of availability commonly used today—"five 9s," or 99.999 percent—while enjoying low cost of ownership and streamlined, centralized management.

But a communications solution is more than just an architecture. ShoreTel complements its technology and design leadership with equal strengths in ease of use, customer service and support, and an exceptional commitment to customer satisfaction. Our entire business is focused on delighting customers at every step, from initial consultations, through installation and deployment, to ongoing use and system expansion. In every way, ShoreTel delivers its Pure IP solutions to meet the needs of virtually any business—including yours.



"ShoreTel has been named the Best Overall VoIP Provider for the fifth year in a row."

Nemertes PilotHouse Awards for Unified Communications and Collaboration, July 2008.



ShoreTel's corporate brochure interior carried on the theme of architecture.

ShoreGear Voice Switches



Enabling business
Unified Commu
with hi

BENEFITS

- Pure IP unified communications delivers exceptional quality
- Highly scalable switch solutions meet the needs of enterprises, and small and medium businesses
- 99.999% system availability exceeds stringent enterprise standards
- One system spans multiple locations
- Centralized management helps reduce installation
- RoHS/WEEE compliant

ShoreTel Channel



BENEFITS

For our channel partners, ShoreTel offers:

- An innovative, competitive that differentiates
- Advanced product multi-site or PBXs and
- Aggressive protect resel
- A

Business
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ShoreGear V
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ShoreGear Voice
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switches will continu

ShoreCare Support Services



DO WE HAVE ANY SIDEBAR INFORMATION FOR THIS?

- Increase productivity by freeing up your staff
- Focus your resources on core business opportunities
- Reduce staffing and training costs
- Stay ahead in IP Unified Communications
- Streamline access to all ShoreTel teams

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- Skill transfer th training augme

ShoreTel VPN Phone



Secure and effective
Unified Communications
for remote users



ShorePhone Telephones



Unifying the flow of
information across
your business



BENEFITS

- Ergonomic design for effortless communication
- Immediate gains in workforce productivity
- Dramatically lower installation, training, and support costs
- A wide range of phones to fit enterprise requirements

ShoreTel® ShorePhone™ IP Telephones boost productivity everyday across the organization, and are part of the ShoreTel Unified Communications (UC) system. ShorePhone IP Telephones are designed for effortless communication—with style and elegance. Our family of ergonomically designed, high performance phones enables everyone in your organization to communicate easily and effectively. ShorePhones also offer huge benefits to your IT group since they are pre-configured to be added instantly to the network, and eliminate time-consuming manual installation.

Ergonomic design for effortless communication

ShorePhone IP Telephones are designed to conform to the human body, providing quick and easy access to a full range of communication services. Tactile keys reduce strain on the fingers and wrists, while the precision-balanced, contoured handset can rest comfortably in your hand or on your shoulder.

Visually, ShorePhone IP Telephones are designed to keep communication flowing across your organization by instantly conveying comprehensive information. Users can easily see who is calling (Caller ID), check for missed calls and unheard voicemail messages, and quickly read the call's status (on hold, muted, etc.). All of this data is easily viewed on the ShorePhone vertical display, and some selected models are enhanced by backlit displays.

All ShorePhones feature a message-waiting light visible from a 360° viewing angle to instantly alert users, and color-lit line buttons that provide immediate, at-a-glance information about incoming calls and messages. All ShorePhone IP Telephones are available in silver or black to complement any décor.

ShorePhone IP Telephones feature crystal-clear audio quality, and offers a wideband audio codec that supports seven full octaves of human sound, available across the entire portfolio line. In

addition, ShorePhone's high fidelity, full-duplex speakerphones deliver exceptionally clear audio and enable hands-free conversation.

Engines of productivity

The intuitive user interface on all ShorePhone IP Telephones simplifies all telephony tasks including call transfer, conferencing, call pick up, call parking and intercom—even in a multiple-site enterprise. Users can extend the power of their ShorePhone far beyond their desks with ShoreTel Office Anywhere, which allows them to assign their extension to any phone, including a mobile phone or home phone.

Through ShoreWare® Personal Call Manager, ShorePhone IP Telephones are automatically populated with system directories. This provides instant connectivity through smart directory dialing that allows users to instantly locate and call others by entering the first few characters of a name on the key pad. ShoreWare Advanced Call Manager also provides presence information about the call recipient—whether the user is idle, busy, or in Do-Not-Disturb (DND) mode.

Lower cost of ownership

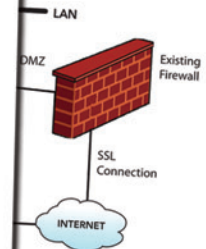
All ShorePhone IP Telephones support plug-and-play installation, reducing time-to-deploy and easing administrator workload. As you connect new telephones to the network, ShoreWare Director automatically discovers the new devices and adds them to the ShoreTel UC system, where they can be centrally managed as nodes on your enterprise network. As new software releases or versions become available, all of your IP telephones can be automatically updated via network downloads, further reducing administration costs.

Traffic flows

For remote network access increases, the VPN uses a dedicated VPN Concentrator and VPN phones, enabling IT staff to implement a secure and flexible remote access policy. VPN connections for remote computer access are unaffected by remote phone traffic and are managed and secured independently. Existing firewalls do not need to be replaced or re-configured. This also allows for high performance and high network availability even at peak traffic times.

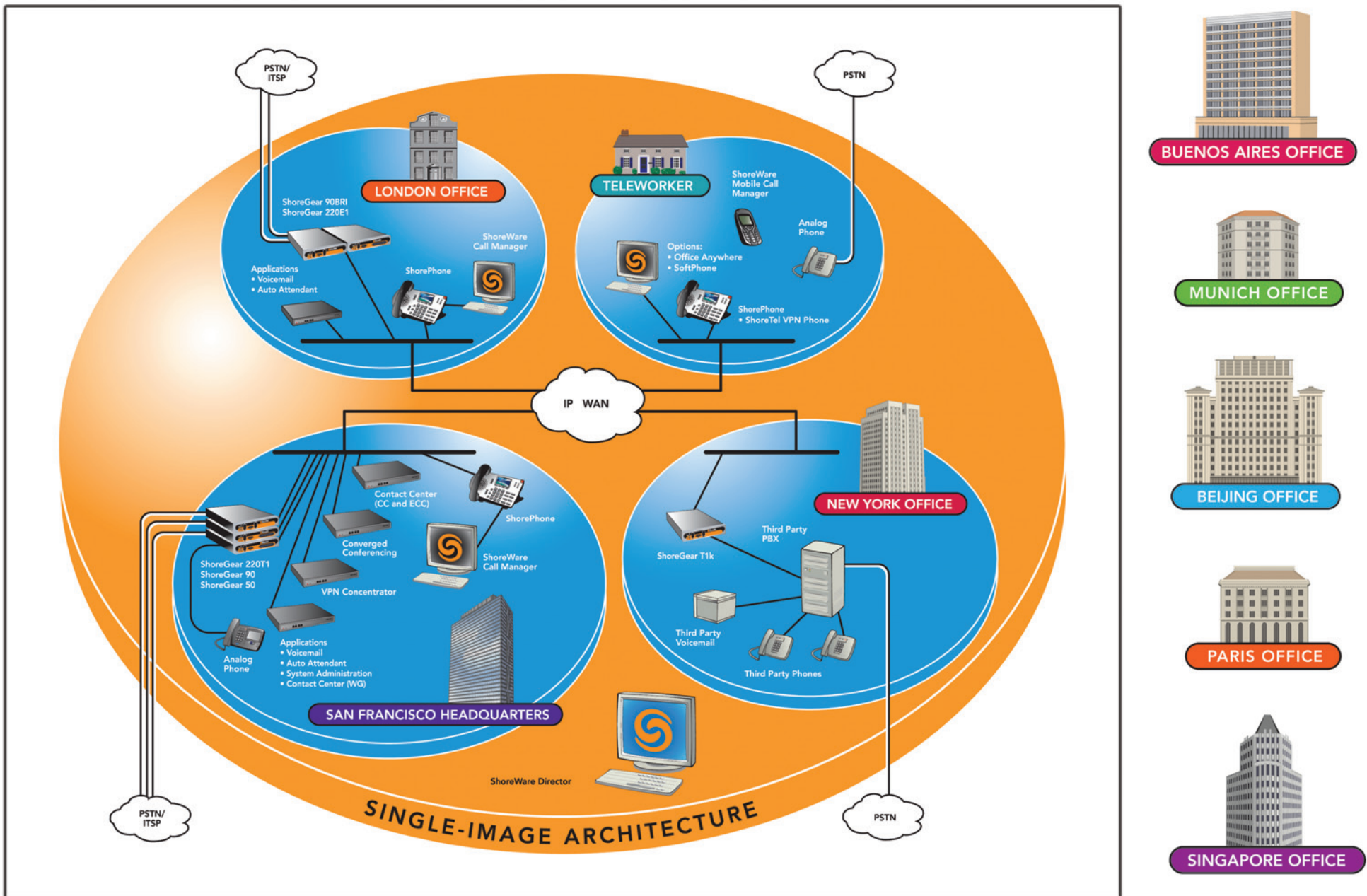
Adding security

VPN uses industry standard Secure Sockets Layer (SSL) encryption technology to secure the network. SSL is commonly used in e-commerce to secure Web traffic, for instance banking transactions, and most firewalls are engineered to handle SSL traffic. All data packets to and from the VPN are securely encapsulated and encrypted.



Firewalls to minimize configuration

Data sheets were categorized into groups, color-coded and elegantly typeset



A new network diagram was designed with a library of ShoreTel components.

ShoreTel Identity Guidelines



THE SHORETEL IDENTITY

The ShoreTel® identity consists of the "S" symbol, logotype and ®. All three elements should be used when reproducing the identity.

The ShoreTel identity should be printed in two colors, ShoreTel Orange (PMS 151C) and Black whenever possible. The identity should be printed on white or light backgrounds whenever possible. If this is not possible, the identity may be reversed out on dark backgrounds. The symbol should always print orange with sufficient contrast or drop-out to white as shown. When printing in one color, it is preferable to print in black although the identity may also print in orange if needed. The "flat" identity is for printed matter while the "dimensional" identity is for software, on-line and other multi-media uses.

Safe Area: The "Safe Area" is empty space that surrounds the identity. The distance around the identity should be the width of the "S" symbol. To preserve the integrity of the ShoreTel identity, no other elements should appear inside this space.

Minimum Size: The minimum size for the complete identity should be no less than 3/4". While every effort should be made to use the complete identity as outlined, lack of space may limit the designer's options. In certain cases the symbol may be used by itself. Please consult with ShoreTel's Marketing Communications Department before this type of use.

Trademarks: The ShoreTel name, identity and products are valuable assets. The registration mark (®) must always accompany the identity. The first mention of ShoreTel® within text should include a registration mark (®) as well. You must always capitalize the "S" and "T" of ShoreTel.



DO NOT alter the logotype or the typefaces.

DO NOT alter the symbol in any way.

DO NOT place the identity at an angle.

DO NOT switch colors or positions of elements

DO NOT add shading to the identity.

DO NOT obstruct or crop the symbol

DO NOT add drop shadows to the identity.

DO NOT place identity on low contrast or uneven backgrounds.

Berkeley Oldstyle Book
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Berkeley Oldstyle Book Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Berkeley Oldstyle Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Berkeley Oldstyle Bold Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Berkeley Oldstyle Black
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Berkeley Oldstyle Black Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Arial Narrow Bold (for PowerPoint only)
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Arial Narrow Bold Italic (for PowerPoint only)
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Corporate Colors

BLUE PMS 2935C CMYK: C100, M46 RGB: R0, G91, B195	BLACK CMYK: K100 RGB: R0, G0, B0	
RED PMS 200C CMYK: C100, M46 RGB: R0, G91, B191	PURPLE PMS 2597C CMYK: C85, M100 RGB: R102, G0, B140	TEAL PMS 320C CMYK: C100, Y31, K23 RGB: R0, G158, B60
LIGHT BLUE PMS 51C CMYK: C38, M18, K6 RGB: R113, G167, B217	LIGHT GREEN PMS 570C CMYK: C48, Y29 RGB: R127, G198, B178	YELLOW GREEN PMS 309C CMYK: C20, Y85 RGB: R206, G224, B7
RED ORANGE PMS 179C CMYK: M79, Y100 RGB: R226, G105, B64	YELLOW ORANGE PMS 123C CMYK: M24, Y94 RGB: R229, G190, B33	

ShoreTel's identity was standardized with consistent logo, type and color usage.



CUSTOMER SATISFACTION
*World Class Service.
 World Class Results.*



WHAT'S NEW IN
Converged Conferencing 7.1



- HIGHLIGHTS/SUMMARY**
- Increased capacity
 - Support for Call Manager Instant Messaging feature
 - Expanded Microsoft support
 - Conferencing port reservation
 - Simplified and more secure administration

Overview
 Converged Conferencing Release 7.1 offers a variety of enhancements—from usability improvements that increase the quality of the user, experience to an improved administrative interface that further streamlines system management.

The key new features are the increased capacity to 204 conferencing ports and the ability to enable Converged Conferencing as the instant messaging (IM) and presence server for ShoreWare® Call Manager. With this new feature, ShoreTel provides an end-to-end IM solution for organizations of all sizes.

In addition to dozens of usability enhancements, release 7.1 also allows users to reserve ports with guaranteed access when their meetings start. These changes, more, help administrators manage the system faster and even more securely.

Increased capacity for conferencing embedded IM server

With this new version, the server capacity is increased from 96 to 204 concurrent audio and Web ports to support a broad range of conference types, from town hall meetings and webinars.

In addition to conferencing, the embedded IM server now supports up to 500 active IM users in conjunction with the ShoreWare Call Manager. The IM server supports encrypted communications. The ShoreWare Call Manager via HTTPS. The combination of conferencing and IM services within a single and secure appliance makes release 7.1 a leading solution in the marketplace today.

Expanded Microsoft support
 Internet Explorer 7 and Office 2007 are fully supported with this new version. Customers upgrading from release 7.0 to Microsoft Office 2007 to activate

Active talker
 With Converged Conferencing, a color indicator is displayed on the screen to indicate where a talker is located in a noisy environment.

Improved color
 Converged Conferencing now supports color screens for document viewing.

External presence
 Participants can now be added to a meeting from an external presence server.

Unified Communications
POCKET GUIDE

www.shoretel.com

An assortment of print collateral helps to reinforce the new brand standards.

JOIN A TEAM THAT IS BRINGING GREAT CHANGES

Looking to join an energetic team in a dynamic, fast-growing industry?

Consider a career at ShoreTel, a leading provider of Pure IP Unified Communications solutions. At ShoreTel, your dedication and hard work will be truly appreciated. Plus, you'll become part of the global wave of innovation in one of today's hottest technology markets.

ShoreTel is now actively recruiting for the following positions at our new Austin location:

- Software Engineers
- Software QA Engineers
- Technical Support Engineers
- Client Services Manager

ShoreTel is well known for exceptional customer satisfaction and industry-leading technology. Our success and innovative culture is a reflection of our workforce and the values we display in our daily interactions with customers, stockholders, and each another.

If this sounds like you, contact us now:
www.shoretel.com/about/careers/

ShoreTel

For more information about ShoreTel, visit www.shoretel.com

Architected to anticipate your needs

ShoreTel's Pure IP telephony solutions deliver performance, reliability and value - with no surprises!

"A key reason that we picked the ShoreTel IP telephony system was the ease with which it integrates with other business applications. Integrating ShoreTel with our candidate information system has enabled us to realize significant efficiency and productivity gains in our daily conversations with candidates and clients. This is a key milestone in our strategy to implement Unified Communications."

Vanessa Elias
 Managing Director
 CVUE

"ShoreTel's integration with applications like Microsoft Outlook appeals to me a lot. We like to use technology to create efficiencies and keep our headcount down. We can put the ShoreTel system into new sites around the world with no difficulty, letting all offices benefit from the efficiencies."

Darren Kirby
 IT Manager
 Dayman International

Created specifically for enterprise IP telephony applications, ShoreTel's products do not suffer from the limitations and complexities of traditional solutions that evolved out of legacy voice switches or network equipment. ShoreTel is the only solution in the market that scales from 10 to tens of thousands of users with a single hardware and software platform, while delivering the features for small offices or large enterprises.

To learn more about ShoreTel's Pure IP telephony solutions and find out why customers have ranked us the highest in customer satisfaction four years in a row (according to Nemertes Research, March 2007), visit www.shoretel.com or call 0800 652 8645

ShoreTel

www.shoretel.com

Zwei Wege um von Unified Communication zu profitieren

Der schwierige Weg. Der einfache Weg.

Die richtige Wahl für Unified Communication

Communication zur Realität. ShoreTel's verteilte Softwarearchitektur gibt Ihnen Flexibilität, Skalierbarkeit und Managebarkeit; alles in einem "Easy-To-Use" System. Ihren Geschäftsprozessen erhöht die Produktivität. Mit ShoreTel ist es einfach.

Applikationen wie Microsoft Outlook ist für mich sehr attraktiv. Wir nutzen diese zu steigern und die Kosten zu senken. Wir können das ShoreTel System in problemlos installieren und die Niederlassungen profitieren voll von den

Darren Kirby
 IT Manager
 Dayman International

ShoreTel
www.shoretel.de

an: 0211 9985 121 und Sie erhalten kostenlos
 the Successful Virtual Workplace: VoIP Review:
 von 1.600€ (Studie ist auf Englisch).

ShoreTel's advertising: recruiting & image ads as well as foreign language versions.

ShoreTel The Right Choice for Unified Communications

- Communications independent of device or location
- Delivering the highest customer satisfaction
- Integrates with your business processes
- Scalable to fit your business needs
- Seamless access for mobile users
- Superior reliability and availability

ShoreTel's Distributed Architecture

ShoreTel Proven Unified Communications Solutions

One Solution.
Unlimited Choice.
Constant Connection.
Simple Control.

- Scalable Solutions
- Leading Technology
- Exceptional Reliability
- Proven Satisfaction

Reliability and Simplicity.
We do both so you can do more.

- Voice Interactions
- Video Conferencing
- Data Integration
- Instant Messaging
- Mobile Management



ShoreTel Proven Unified Communications Solutions

One Solution
Unlimited Choice
Constant Connection
Simple Control

- Scalable Solutions
- Leading Technology
- Exceptional Reliability
- Proven Satisfaction

ShoreTel needed a whole family of displays for marketing around the world.



A variety of learning and training tools offered through “Shoretel University.”



*Open
Options*



*New
Voicemail*



Chat



*Generic
Arrow*



*Download
Arrow*



Configuration



*Call
Configuration*



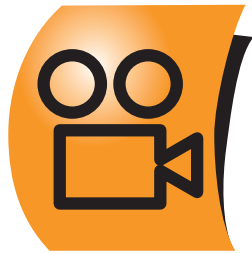
*Open
Options*



*Call
Control*



*Voice Mail
Distribution*



*Action
Video*



*Converged
Conferencing*



*Contact
Center*



*E911
Notification*



*Personal Call
Manager*

A suite of tiny pictorial icons was specially designed for ShoreTel's UC System.



A news release delivered in a talking tube presents a chance for a little humor.



If you have some communications you need to unify or a design project you'd like to launch, please contact:

KEVIN AKERS design + imagery

at 925.735.1015

or kevin@kevinakers.com

To learn more about Kevin's work,
visit www.kevinakers.com and <http://issuu.com/akers>