

# snom 720 IP phone

Pure functionality



qualified for  
**Lync**

- 4-line backlit B/W display
- 12 identities (lines)
- 18 multicolor LED function keys
- Wideband HD audio
- Speakerphone
- Power over Ethernet (PoE)
- WLAN / Bluetooth Headset ready
- Gigabit switch
- XML Minibrowser
- USB Port

The **snom 720** phone addresses office users that require excellent audio and a large number of programmable PBX-style keys. It combines a state-of-the-art hardware with the proven snom SIP software.

The new audio subsystem was designed for excellent performance in office environments. It supports a large range of codecs, wideband audio, handset and hands-free operation according to TIA-920 standard. The specially designed grips which hold and release the receiver compliment overall user-friendliness by eliminating the noise normally associated with lifting and replacing the receiver.

For network connectivity, the **snom 720** comes with two Gigabit Ethernet ports, one of them suitable for Power over Ethernet. The Ethernet ports are connected to an internal switch that is capable of VLAN tagging, so that an external PC can reside in a different VLAN than the phone. A USB type A connector can be used to expand the functionality of the snom 720. An optional USB stick

can be used to connect the phone over Wireless LAN or enable Bluetooth headsets.

The 4-line B/W display displays caller-ID and other call-related information. Its fully graphic capability makes it possible to show international characters and render content generated from the built-in mini-browser.

Three rows of general-purpose keys with 18 two-color LEDs can be used to implement functions known from traditional PBX systems. Examples include speed dial, busy lamp field (BLF), shared line appearances (SLA), call forwarding, door opening, and many more features depending on the PBX system used.

The new foot stand allows two positions for the device (28° and 46° angle). It can be setup and changed easily without tools. The **snom 720** comes in a dark grey color that fits the typical office dress code and makes usage traces less obvious than lighter colors.

Like all snom desktop phones, the **snom 720** comes with software that has been used in many installations over the last decade. Configuration can be done manually through the built-in web server or through automatic provisioning. There are extensive management and reporting tools available, such as RTCP-XR or PCAP. Customization can be done in various ways, such as the snom mini-browser protocol.

The phones come with a preinstalled certificate signed by the snom certificate authority which makes it possible to securely provision the phone without manual interaction. In addition to the traditional provisioning mechanisms, it comes with TR-069/TR-111 for easy deployment in carrier environments.

All in all, the **snom 720** raises the bar for VoIP phones in its class both in terms of voice quality, available features and day-to-day usability.

# Technical Data snom 720

qualified for  
Lync

## GENERAL INFORMATION

- **Weight:** approx. 900g (670g without foot stand)
- **Dimensions:** approx. (mm)  
238x190x40 (LxWxD) w/o footstand,  
238x190x220 (LxWxD) with footstand
- **Certification** FCC Class B, CE marking
- **Safety:** IEC 60950-1:2007
- **Power over Ethernet/PoE:**  
IEEE 802.3af, Class 2
- **Power:** PoE or 5V DC power supply listed in the user guide <sup>(1)</sup>
- **Ethernet:** 2 x IEEE 802.3/1 Gigabit switch
- **1 x LAN, 1 x PC:** RJ 45
- **USB port:** 1 x type A, USB 2.0 Hi/Full/Low Speed-compatible host interface
- **Handset:** 4P4C connector
- **Headset:** (wired) 4P4C connector; wireless via USB adapter <sup>(2)</sup> or snom EHS Advanced <sup>(3)</sup>
- **Color:** Anthracite gray

## USER INTERFACE

- Graphical four-line display
- 128 x 48 pixels
- 18 freely programmable keys 4 variable function keys
- Comfortable and intuitive menu structure
- Localization
- Selection of ring tones, VIP ring tones, integration of customized ring tones
- Call indication with LED
- LED indication for missed calls, waiting messages, and calls on hold
- Speakerphone
- Multiple audio device support
- Clock with automatic daylight-saving time
- Call timer (call duration)

## PHONE FUNCTIONS

- 12 identities (lines)
- Directory with 1000 contact entries
- Import/export of directory
- Speed dialing
- URL dialing

- Local dial plan
- Automatic redial on busy
- Call completion (Busy/Unreachable) <sup>(4)</sup>
- Caller identification
- Call waiting
- Auto answer
- Call blocking (deny list)
- Blocking of anonymous calls
- Lists of missed, received and dialed calls
- Hold
- Music on hold <sup>(4)</sup>
- Handling of up to 12 calls simultaneously
- Blind and attended transfer
- Call forwarding
- 3-way conference on the phone
- Extension monitoring, call pickup <sup>(4)</sup>
- Call park, call unpark <sup>(4)</sup>
- Multicast paging
- Do not disturb (DND)
- Mute microphone
- Keyboard lock
- Client Matter Code (CMC) <sup>(4)</sup>
- Unified Communications ready

## WEB SERVER

- Built in HTTP, HTTPS server
- Remote configuration/provisioning
- Dialing via Web browser
- Password protection
- Diagnostics (traces, logging, syslog)

## SECURITY, QUALITY OF SERVICE

- HTTPS-Server/-Client
- Transport Layer Security (TLS)
- SRTP (RFC3711), SIPS, RTCP
- VLAN (IEEE 802.1X)
- LLDP-MED, RTCP-XR
- VPN

## CODECS, AUDIO

- Wideband Audio
- G.711 A-law,  $\mu$ -law
- G.722, G.726, G.729AB, GSM 6.10 (full rate)
- Comfort Noise Generator (CNG)
- Voice Activity Detection (VAD)

## SIP

- RFC3261 compliant
- UDP, TCP and TLS
- Digest authentication
- PRACK (RFC3262)
- Error code indication
- Reliability of provisional responses (RFC3262)
- Early media support
- DNS SRV (RFC3263), redundant server support
- Offer/Answer (RFC3264)
- Message Waiting Indication (RFC3842), Subscription for MWI events (RFC3265)
- Dialog-state monitoring (RFC 4235)
- DTMF
- STUN client (NAT traversal)
- NAPTR (RFC 2915), rport (RFC 3581), REFER (RFC 3515))
- Bridged line appearance (BLA)
- Auto provisioning with PnP <sup>(4)</sup>
- Presence/Buddy-list feature <sup>(4)</sup>
- Busy lamp field support (BLF) <sup>(4)</sup>
- Presence publishing <sup>(4)</sup>

## INSTALLATION

- Automatic software updates
- Automatic loading of settings via HTTP/HTTPS/TFTP
- Completely configurable through Web interface
- Remote management via TR-069/TR-111
- Easy WLAN binding via USB adapter <sup>(5)</sup>
- Static IP, DHCP support
- NTP

<sup>(1)</sup> Available separately: Power supply PSAC10R-050 (snom PN 00002730)

<sup>(2)</sup> Available separately: snom USB BT (PN 00002591) or BT Audio Bundle (PN 00003406)

<sup>(3)</sup> snom EHS Advanced V2.0 available separately (PN 00002362)

<sup>(4)</sup> If supported by PBX

<sup>(5)</sup> Not included

### snom UK Ltd.

Amethyst House, Meadowcroft Way,  
Leigh Business Park  
Leigh, Manchester WN7 3XZ  
tel: +44 161 348 7500  
fax: +44 161 348 7509  
mail: uksales@snom.com

### snom technology Inc.

18 Commerce Way, Suite 6000  
Woburn, MA 01801  
tel: +1-781-569-2044  
fax: +1-781-569-2045  
mail: infoUSA@snom.com

### snom technology AG

Wittestr. 30 G  
13509 Berlin, Germany  
tel: +49 30 39833-0  
fax: +49 30 39833-111  
sip: info@snom.com  
mail: info@snom.com