

VOICE & DATA

Aria Technologies launches LG-Nortel wireless phones

By Nigar Salek
Mar 16, 2010 12:07 PM

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Australian market becomes global first.

Australia has become the global test bed for the LG-Nortel W-SOHO wireless telephone system launched by exclusive distributor Aria Technologies today.

Designed for businesses with one to five employees, the system wirelessly connects seven handsets to a base station, eliminating all physical cables except AC power.

Rob Pierce, general manager of Aria Technologies told CRN that the distributor expected the system to cater to the Australian and South African small business market.

"We gave the specifications [to LG-Nortel], they designed and built it," Pierce told CRN.

"It was designed in response to market needs, particularly in our market as the cost of cabling defeats the cost of telephone system," he said.

"It will be a world product," he added.

The LG-Nortel W-SOHO telephone system features call waiting, conferencing, forward, transfers and voicemail.

"With W-SOHO, we aim to offer small businesses an affordable and feature-rich phone system that doesn't require technicians, wiring, or any sort of additional infrastructure," said Pierce.

W-SOHO wireless telephone system is available from Aria Technologies and Authorised LG-Nortel resellers.

Shops include the likes of Leading Edge, Fone Zone, a number of specialised and quite large dealers CDM Communications, 1Step

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"Once we move a little bit further down the track we could include sales to carriers or indeed through retail stores.

Yesterday, [Engin announced a partnership with Harris Technology](#) to sell a new VoIP phone system for small and medium businesses.

Recommended retail pricing

W-SOHO base station (minimum one base station required), \$1137

W-SOHO wireless deskphone, \$421

W-SOHO wireless handset, \$241

