



Citrix Broadcast Server

ALERT USERS VIA IP TELEPHONE SCREENS AND SPEAKERS

Recent events have shown that the ability to communicate effectively during emergencies, such as homeland security, severe weather, and disasters, is paramount – but difficult to do.

Non-emergency communication also has become difficult. With the increasingly large number of e-mails that employees and other users now receive, it is a challenge to cut through the clutter and alert them of important messages and events.

The Citrix® Broadcast Server, part of the Citrix® Voice Office suite of applications, helps your organization with homeland security, severe weather, disaster, and non-emergency situations by delivering priority messages to the screens and/or speakers of Cisco IP telephones using any combination of text, graphics, or audio.

Additionally, the Broadcast Server enables your organization to use the screens of Cisco IP telephones to display a rotating set of messages to the phones, such as advertisements, employee billboards, and management billboards.



WITH THE CITRIX BROADCAST SERVER YOU CAN

- Broadcast crucial information such as emergency announcements.
- Deliver scheduled information such as lunch menus at specific times on weekdays only.
- Keep staff members informed by delivering company news to their phones.
- Remind teams of upcoming meetings.
- Display your company logo and visitor welcome messages on public area phones.
- Deliver location-specific information such as campus maps and event schedules.
- Display contact and organizational information in conference rooms.
- Display advertising from local businesses to generate revenue!



BROADCAST SERVER FEATURES

- **Mixed Content** – Create messages using text, graphics, audio or any combination.
- **Billboard Messages** – Display rotating information such as company logos, news, or advertising.
- **Audio Alerts** – Send mixed content messages to phones with an audio notification to attract end-users' attention.
- **Distribution Lists** – Target individuals based on their department, geographic location, or teams, for example.
- **Programmable Buttons** – Leverage interactive capabilities in messages such as one-touch dialing and links to external applications.
- **Scheduling** – Set a predefined time and date for delivering a message.
- **Shared Media Libraries** – Include pre-loaded, approved, graphics and audio for in messages.
- **Web-based Interface** – Access Broadcast Server from anywhere on the company intranet or even from the Internet – without installing any software.
- **Flexible Security** – Administer fine-grained control over which users have access to what features, which subscribers a message can be posted to, and how users create and update messages.
- **SSL Support** – Add an additional level of security when accessing the system from unsecured locations.
- **Protected Messages** – Assure that sensitive information can only be accessed by the subscribers who have authorization.



About Citrix: Citrix Systems, Inc. (Nasdaq:CTXS) is the global leader in access infrastructure and the most trusted name in secure access. More than 160,000 organizations around the world use the Citrix Access Platform to provide secure, well-managed access to business information wherever it lives – on demand. Citrix customers include 100% of the Fortune 100 companies, 99% of the Fortune 500 and 97% of the Fortune Global 500, as well as hundreds of thousands of smaller businesses and individuals. Based in Fort Lauderdale, Florida, Citrix has offices in 22 countries and approximately 6,200 channel and alliance partners in more than 100 countries.

©2005 Citrix Systems, Inc. All rights reserved. Citrix®, Broadcast Server® are registered trademarks or trademarks of Citrix Systems, Inc. in the U.S. and other countries. Citrix Access Gateway™ is a trademark of Citrix Gateways Division in the U.S. and other countries. All other trademarks and registered trademarks are property of their respective owners.

Citrix Worldwide

WORLDWIDE HEADQUARTERS

Citrix Systems, Inc.
851 West Cypress Creek Road
Fort Lauderdale, FL 33309 USA
Tel: +1 (800) 393 1888
Tel: +1 (954) 267 3000

EUROPEAN HEADQUARTERS

Citrix Systems
International GmbH
Rheinweg 9
8200 Schaffhausen
Switzerland
Tel: +41 (52) 635 7700

ASIA PACIFIC HEADQUARTERS

Citrix Systems
Hong Kong Ltd.
Suite 3201, 32nd Floor
One International Finance Centre
1 Harbour View Street
Central
Hong Kong
Tel: +852 2100 5000

CITRIX ONLINE DIVISION

5385 Hollister Avenue
Santa Barbara, CA 93111
Tel: +1 (805) 690 6400

CITRIX GATEWAYS DIVISION

2740 Zanker Road, Suite 201
San Jose, CA 95134
Tel: +1 (408) 678 3300

www.citrix.com