

New Version

# Burnside Follow Me

### Would you like us to supply the SIM as well?

Mobile tariffs can be very confusing—so our knowledgeable staff will advise you on the tariff that will save you the most money.

### So how much does it cost?

The price for the hardware is £295 plus £49 for the Follow Me firmware excl delivery and VAT. Please do ask us to quote you a SIM included price as well.

### Would you like to be able to return your Follow Me if not completely satisfied?

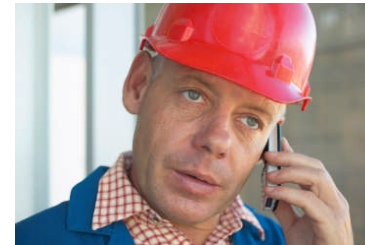
We offer a 14 day trial period during which you can return the Follow Me for a full refund of the purchase price.

### What do users say about Follow Me?

*"My accountant couldn't believe how much I was saving"*  
**Domestic Appliance Service Engineer**

*"I cut my call cost so much that I went out and bought a new cab on the savings"*  
**Midlands Cab Driver**

*"What a marvellous piece of kit. I am really pleased with it. The voice is so clear. The caller gets through in no time at all. The Burnside Follow Me is saving me at least £150 a month."*  
**David Jones—Vaughan's Taxis**



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Supplied by:

Avery Label: L7160

Specifications can change without notice.

E&OE

***Forwarding calls from your landline to your mobile at no cost and keeping you in touch wherever you are.***

**BURNSIDE**  
www.burnsidetelecom.com

## Your Problem

All phone calls to your company come in on your landline. But your work keeps you out of the office most of the day. You're in a competitive business so it's crucial that customers can get in touch with you as quickly and easily as possible. You don't want your caller's messages going to an answer machine or voicemail—so you've got no alternative but to divert your landline calls to your mobile using your landline service provider.

It's costing you about 16p/min to divert calls to your mobile. If you are using a non geographic number starting '08' you could be paying as much as 35p/min. So it's not unusual for people like you to be paying as much as £200 to £300/month on top of the quarterly 'service' charge.

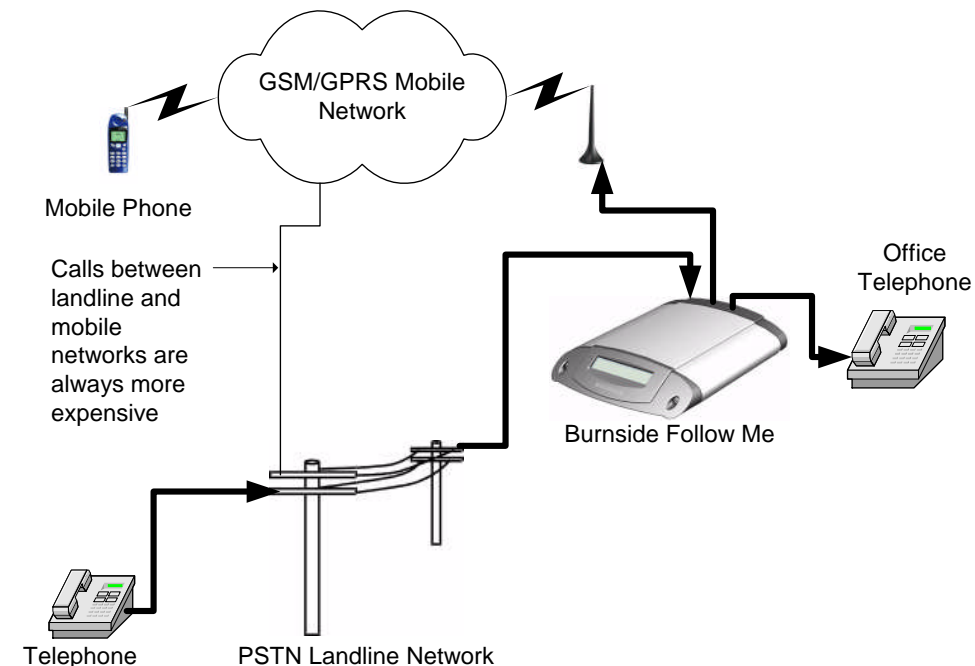
You can only set up and change the divert instructions using the telephone in your office. So you can't change the divert

whilst you're away from the office and you can never remember all those weird codes you have to use.

Even the latest remote so called 'smart divert' service take no less than 44 key-strokes to set up a divert.

When you're in the office you often forget that your calls were on divert and your mobile is switched off. So you lose yet another customer.

Some of your callers frequently hang up because their calls takes so long that they think they have been misrouted or they hear different ringing tones. Callers to Burnside's Follow Me either hear a continuous BT type ringing tone or in the latest version can hear an announcement telling them that their call is being diverted.



## Your Solution

The Follow Me connects between your telephone line and your office phone. When a call comes in it is immediately diverted directly to the mobile network. The mobile SIM in your Follow Me is either on one of the many mobile tariffs that give you **free and unlimited** calls between your mobiles on the same network or the SIM is on a tariff that is using 'cross network inclusive minutes'. Either way the only cost you are paying is the monthly rental for the SIM in your Follow Me. So most users should expect to recover the cost of the Follow Me in the first three months or even quicker. And of course you can phone your office from your mobile at the same low cost.

To set up a divert instruction at your office you use the keyboard on the office phone and the display on the Follow Me just like a mobile phone. So no weird codes—just plain simple English. When you're out of the office you can use your mobile to send a template text message to Follow Me to change the number or to cancel the divert. Follow Me then sends a message back to you confirming your instruction.

So that you don't forget that a divert instruction is set up you can program Follow Me to ring your office phone and your mobile at the same time. Whichever is answered first takes the call. So even if you're out and your mobile is off—someone in the office can take the call.

If your landline breaks down and you lose connection to Internet, email and fax. No worries. The Follow Me also has an internal modem capable of working on GPRS wireless networks at speeds of up to 86Kbps.

Follow Me can also save you money on outgoing calls from your office. If you use

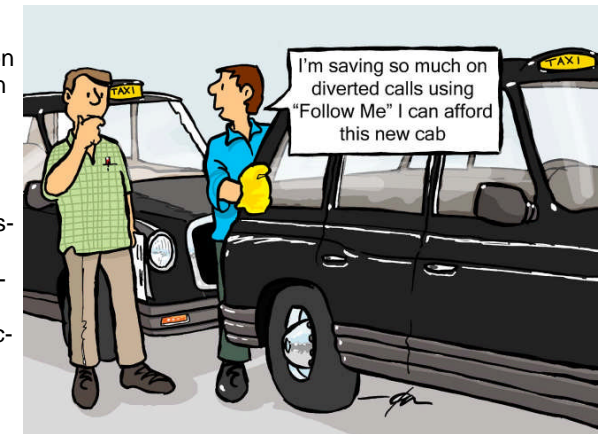
a tariff with inclusive cross network call minutes Follow Me can automatically route any outgoing calls to mobiles [in the UK these start with '07'] directly to the mobile network and not via your landline service provider. Similarly all non '07' numbers automatically route out via the landline.

## How does it work?

Follow Me is basically a desktop mobile phone with additional circuits to connect to your landline. It can divert a call coming in on its landline out to the mobile network.

## Why can it make cheaper calls?

If you use your landline operator to divert your calls to mobiles—you pay for the



forwarded call. The network operator charges you for the call going across its network and also the call across the mobile network. So you are effectively paying twice. Follow Me saves you money by directing your call straight into the mobile network and takes advantages of the many mobile tariffs now available that charge nothing for calls between mobiles on the same network.

## Do you need help to install it?

If you can connect a telephone to a wall socket and use a mobile phone you'll have no problems. It's so easy—you don't even have to read the manual.