

# Yealink

## INNOVATE AND SECURE YOUR MODERN WORKSPACE

Introducing Yealink MeetingBar A40  
and MP E2 Series

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# AGENDA

**01 MeetingBar A40**

02 MP E2 Teams Phone Series

DEMO  
SHOW

**Yealink**

**MAKE WORKPLACE  
POWERFUL AND SIMPLE**

**Growing  
Market**

**Well  
Selling**

**Elevated**



# Yealink

## POWERFUL MEETINGS SIMPLE CONNECT

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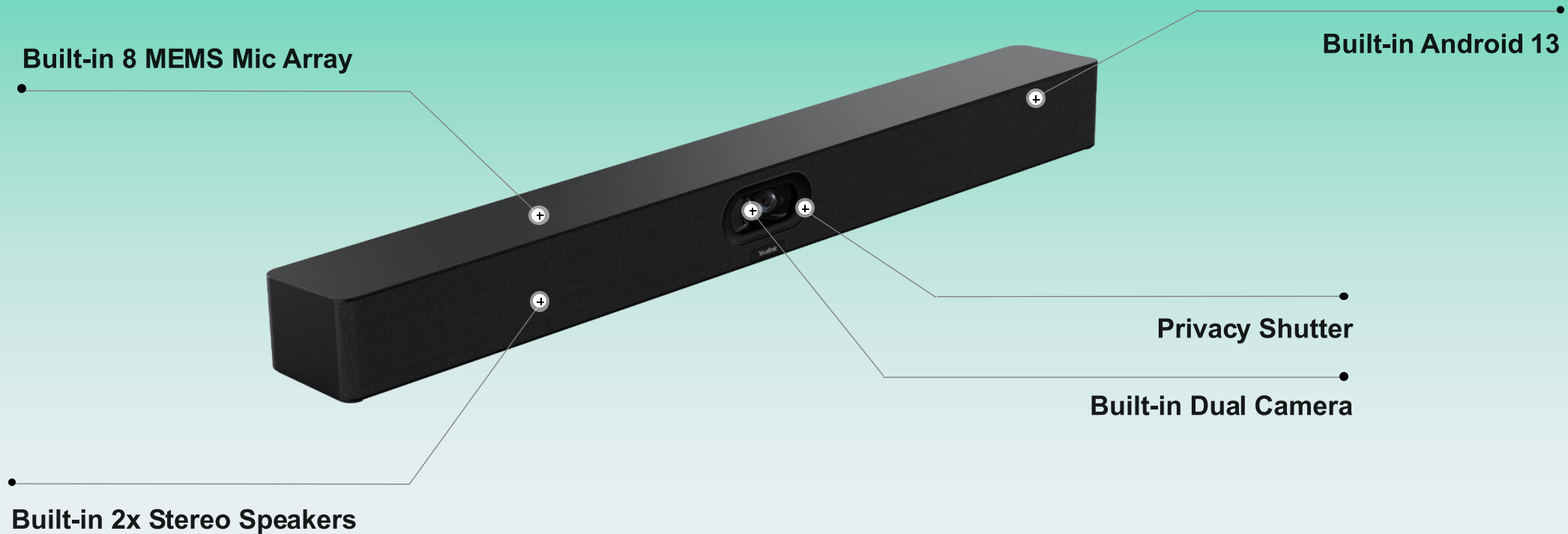
MeetingBar A40+CTP25



# ANDROID-BASED ALL-IN-ONE DESIGN

MeetingBar A40 is a next-generation all-in-one video bar that leverages industry-leading AI to enhance video and audio experience in daily hybrid meetings. It offers easy deployment and use, making it ideal for premium small and medium-sized meeting rooms.

## All-in-one android video bar For premium small and medium-sized meeting rooms



# MeetingBar A40

| **SIMPLE**

| **POWERFUL**

| **SECURE**

# SIMPLE: ONE CABLE SOLUTION

## What makes **ONE CABLE SOLUTION** special?

Simplifies deployment and sharing in 2 ways, more stable and smoother to use.

- **ONE CAT5E CABLE CTP25 DEPLOYMENT**

✓Power supply ✓Network connection ✓Single Sign-in

A single Cat5e cable from the bar to the touch console provides power and network connectivity to the touch console, eliminating extra cables. Signing in on the bar synchronizes the entire system, removing the need to sign in on the touch console.

- **ONE USB-C CABLE PC SHARING**

✓4K content sharing ✓BYOD ✓PD charging

A single USB-C cable from the touch console to the PC enables 4K sharing, General Mode, and PD charging.



# SIMPLE: FIT IN EASILY



**Desk stand**

Standard



**Rotatable Table Mount**

Optional

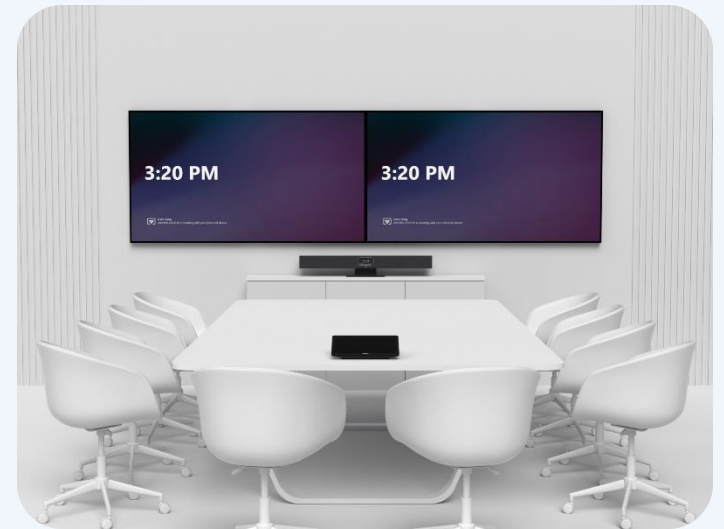
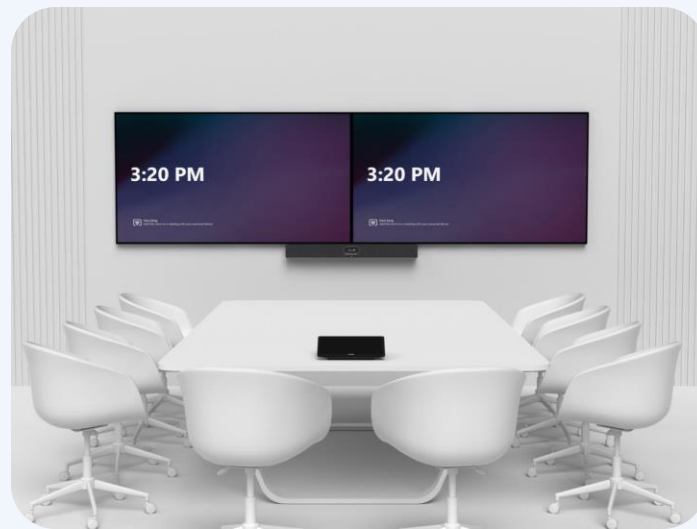
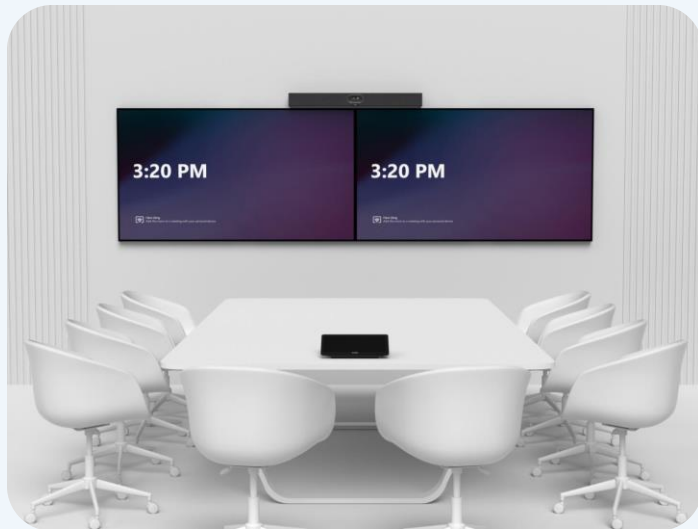


**Wall-mounted**

Optional



# SIMPLE: FIT IN EASILY



**POWERFUL: GET ALL IN**

**2 LOOKS BETTER THAN 1.**



Dual-Eye  
Camera System



48MP  
Camera



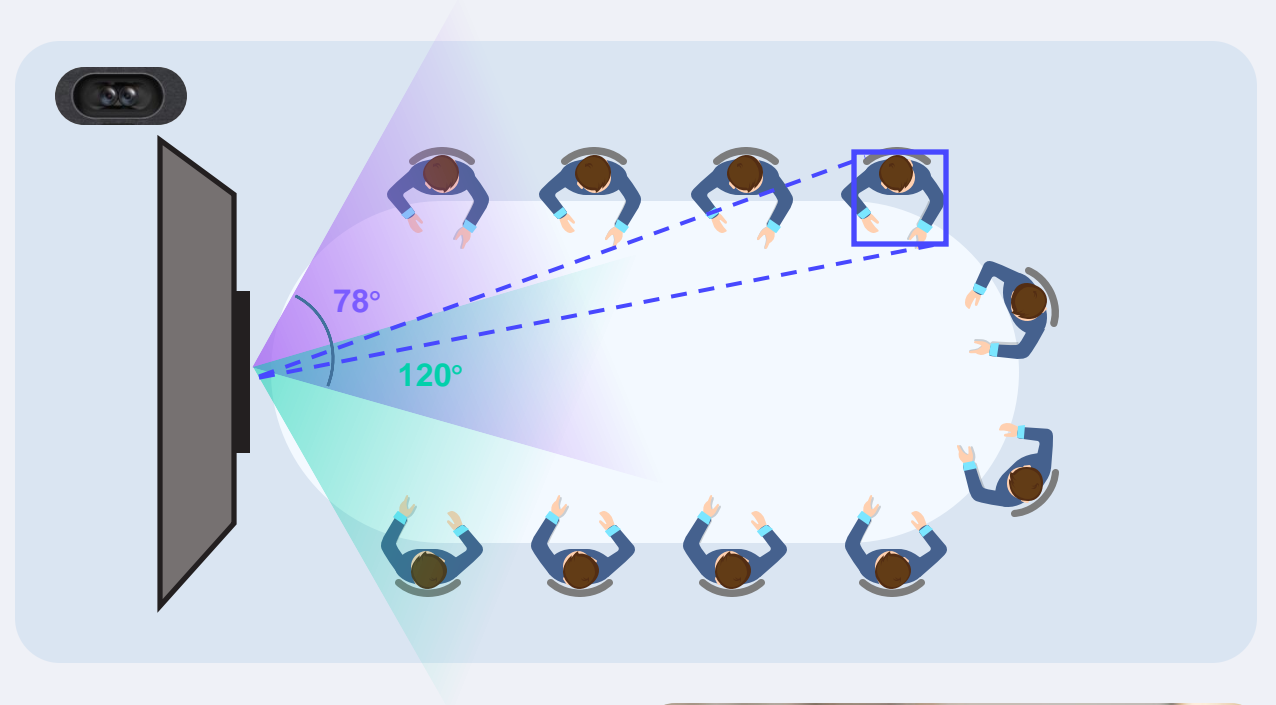
8x Digital  
Zoom

# DUAL-EYE CAMERA SYSTEM

## What makes **120° DFOV** **DUAL-EYE DESIGN** special?

Stitching two 78° DFOV tele-lens images to create an ultra-wide 120° DFOV view.

- **IMAGE QUALITY-** Guarantee exceptional image clarity for short and long distances in medium-sized meeting spaces. Compared with a single-camera solution with a 120° FOV, the dual-eye design of A40 provides significantly better image quality at long distances.
- **VIEWING ANGLE-** Lens direct to the each side of the participants, giving a better viewing angle and less distortion.
- **With 48MP CAMERA,** easily cover long distance portrait framing in medium-sized room.



Single camera solution in long distance framing



Dual-eye solution in long distance framing

# POWERFUL: ON-DEVICE INTELLIFOCUS



## BENEFITS:

- **Smooth screen switching** with fast and stable camera tracking.
- Enhance meeting concentration and **maintain focus** on the speakers
- Providing a superior **face-to-face conversation experience**.

IntelliFocus displays close-ups of **the last 4 active speakers** separately, allowing more participants to appear on the screen and engage fully with the other party, thereby making the meeting more realistic.





Yedink

Mumin



drew

# POWERFUL: PREMIUM AUDIO

## Yealink AI Audio V2 greatly improves the audio quality

- 6-meter voice pickup range
- Noise cancellation
- Noise reverberation

## 8 MEMS microphone array+Stereo speakers



Industry-leading **AI-enhanced** noise cancellation and echo cancellation.

Noise

Voice

High-quality full-duplex **6m** pickup range, covering speakers at the far end of medium-sized rooms.

6m

**Supports Line-in and Line-out.**  
Line-in ensures audio quality through in-device algorithms; Line-out supports synchronous output of audio streams to third-party assistive listening systems.




# SECURE: ANDROID BASED, MEETINGS SECURED

## How does the system and security Performance?

MeetingBar A40, based on **Android 13**, supports the **Microsoft Device Ecosystem Platform (MDEP)**, ensuring a future-proof and secure meeting experience that effectively combats malicious attacks and data leaks.



Android 13, with a continued future update

 Built on  
Microsoft Device Ecosystem Platform

### Android-based platform from Microsoft

- ✓Hardware-backed device attestation
- ✓Secure monitoring service
- ✓Enhanced management
- ✓Secured deployment

Master devices in bulk with professional management platforms such as **Microsoft Teams Admin Center (TAC)**, **MTR Portal Management Platform(PMP)**, **Zoom Device Platform (ZDM)** and **Yealink Management Cloud Service (YMCS)**.

Reference:

<https://learn.microsoft.com/en-us/mdep/overview>




# MARKETING STRATEGY IN A40

## Sales Strategy

- Recommend pushing A40, as it's a higher quality product that can generate better buzz and winning opportunities

**Question: Both A30 and A40 are targeted at Medium Rooms. How should we differentiate them?**

- Customers who care more about **AI experience**, recommend the A40.
- For those who care more about clarity at medium to long distances **and better image quality**, recommend the A30.

Product info		Specification		
Products	List Price	AI	Video	Audio
 <p>A20 Small room</p>	\$2199	<ul style="list-style-type: none"> <li>• Audio/Video Fence</li> <li>• Auto Framing, Speaker Tracking, Multi-Focus, Picture-in-Picture</li> </ul>	20MP Camera, 120° DFOV	Mic: 8 Mics beamforming array Speaker: 1x Speakers, 5W, Mono
 <p>A30 Medium</p>	\$3199	<ul style="list-style-type: none"> <li>• Audio/Video Fence</li> <li>• Auto Framing, Speaker Tracking, Picture-in-Picture</li> </ul>	8MP Camera, DFOV 120°	Mic: 8 Mics beamforming array Speaker: 2x Speakers, Mono
 <p>A40 Premium small to Medium</p>	\$2499	<ul style="list-style-type: none"> <li>• <b>IntelliFocus</b></li> <li>• Audio/Video Fence</li> <li>• Auto Framing, Speaker Tracking, Picture-in-Picture</li> </ul>	Dual 48MP Camera, 120° DFOV	Mic: 8 Mics beamforming array Speaker: 2x Speakers, Total 10+10W, Stereo

# YEALINK ALL-IN-ONE SOLUTION

## Traditional-MeetingBar Series

When a meeting room **already has a TV** that can be reused, suggest the MeetingBar solution as the better choice.

**Got a reusable TV? A40!**

**A40 for small and medium rooms**

**Huddle space? A10!**

A10 for huddle/ phone room

**Clearer? A30!**

A30 for better clarity and image quality

## Modern-MeetingBoard Series

Not only does MeetingBoard embody a modern workstyle that **prioritizes collaboration and creativity**, but it also offers unparalleled **mobility**.

Integrate them all for  
**NEW ROOMS**, medium to large

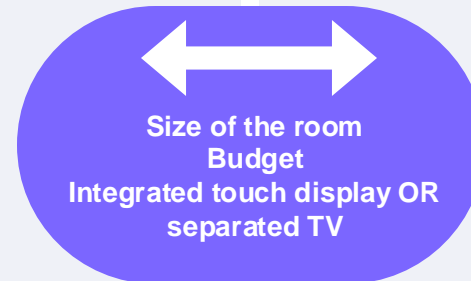
- √ Newly constructed office building
- √ Newly renovated office

**MOVE IT,**  
digitalize the space.

- √ lobby, pantry, open floor plan
- √ Executive office

Transcend  
**MORE ROOMS**

- √ 1 device for multiple spaces



**LIVE DEMO**

# MeetingBar A40 Resources For solution and easy-sell

# 5<sup>th</sup> September

GA

## Solution-based

### Mkt kit

- √Pics, flyer, mkt text, selling points
- √Slides, live demo outline
- √Product video, unboxing video



- √Ready on 22nd August
- √Ready on 5<sup>th</sup> September

## Easy-sell

### Content assets

- √E-store: pics, selling points, videos, 1WS/ICECAT
- √ Yealink all-in-one solution selling guide
- √ Video clips/SNS for social media



- √Ready on 5<sup>th</sup> September

*YPC link: <https://partner.yealink.com/portal/mediaLibrary?id=238a5bb7acfb49a1add47cacead47589&systemType=partner>*

Register(YPC)→Download images/spec/flyer→Customize and send out→Launch an event

\*Contact your account manager or [Marketingteam@yealink.com](mailto:Marketingteam@yealink.com) to apply for sales enablement(live demo/book training) and events

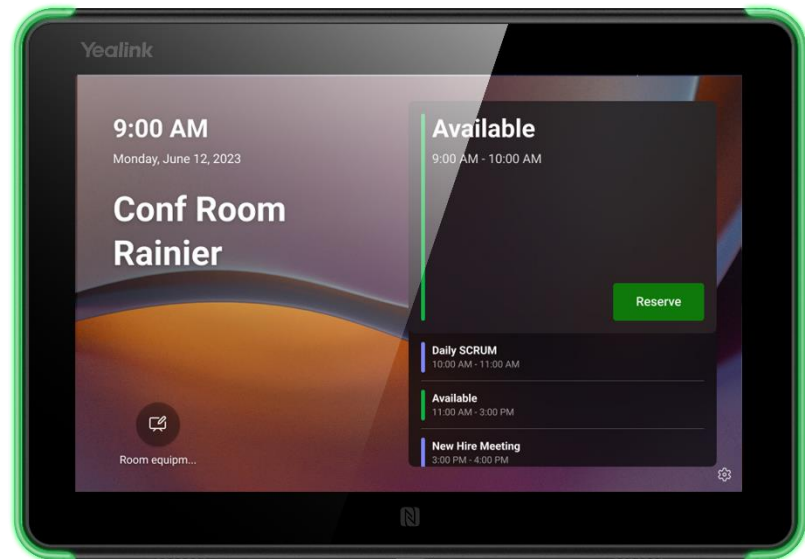
[Marketingteam@Yealink.com](mailto:Marketingteam@Yealink.com)

Let's announce the launch  
of MeetingBar A40

TOGETHER  
on **5<sup>th</sup> September** !



# RoomPanel E2 – A Hardware Upgrade



## RoomPanel E2 VS RoomPanel:

**Support Android 13, maintain the same ID design**

### Key Features:

- **8-Inch 10-Point Interactive Panel**
- **High-visibility LED lights:** Display meeting room status
- **Sensor linkage:** Support connection to Yealink Room Sensor
- **Various installation methods:** Any Walls and Tilt Optional
- **Remote Device Management:** TAC/ZDM/YMCS

# AGENDA

01 MeetingBar A40

**02 MP E2 Teams Phone Series**

Yealink

# TEAMS PHONE

MP5X E2 Series



# YEALINK TEAMS PHONE

## MP52 E2

- Common area phone
- Entry-level
- 2.4 Inch Non-touch
- Line keys
- Navigation keys



## MP54 E2

- Cost-effective Phone
- 4 Inch IPS Touchscreen
- Vertical screen
- Dedicated Teams button
- Built-in Bluetooth
- Built-in Wi-Fi



## MP56 E2

- Mid-level
- 7 Inch IPS Touchscreen
- Dedicated Teams button
- Built-in Bluetooth
- Built-in Wi-Fi



## MP58-WH E2

- Premium-level
- 7 Inch IPS Touchscreen
- **Adjustable screen angle**
- **Wireless (BT) handset**
- Dedicated Teams button
- Built-in Bluetooth
- Built-in Wi-Fi



Entry-Level

Mid-Level

Executive/Premium

# SCENARIOS

## MP52 E2

- Entry-level
- 2.4 Inch Non-touch
- Line keys
- Navigation keys



For

**Common  
Areas**



Wall hanging in  
manufacturing  
plants,  
warehouses,  
hospitals, etc.

# SCENARIOS

## MP54 E2

- Cost-effective Phone
- 4 Inch IPS Touchscreen
- Vertical screen
- Dedicated Teams button
- Built-in Bluetooth
- Built-in Wi-Fi



## MP56 E2

- Mid-level
- 7 Inch IPS Touchscreen
- Dedicated Teams button
- Built-in Bluetooth
- Built-in Wi-Fi



For

**General Office,  
Front Desk,  
Call center...**





# SCENARIOS

## MP58-WH E2

- Premium-level
- 7 Inch IPS Touchscreen
- **Adjustable screen angle**
- **Wireless (BT) handset**
- Dedicated Teams button
- Built-in Bluetooth
- Built-in Wi-Fi



For  
**Executive**  
...



# SCENARIO OVERVIEW



# UPGRADES

## Android 13

Boost phone with fast response and fluent interactive experience.

Industry-leading

## 3W Speaker

Speaker playback effect is equivalent to professional CP.

Industry-leading

## MDEP

Developed by Microsoft. Simplified deployment, enhanced security and management

Industry-leading

## Better Screen

Viewing angle: 140→170  
Higher display resolution for MP56 E2

## Device Mode

*Coming Soon*

Turn the devices into USB Phone for BYOD scenario. (MP56/58 E2)

First  
**Android 13**  
Teams Phone

Performance Improvement By

**40%**

More

Features

**SECURITY**

Virtualization-Based Security (VBS)

Enhanced Sandbox Mechanism

Dynamic Code Loading Restrictions



Yealink

Calendar

Aug 8

test meeting  
1:00 AM - 1:30 PM  
Microsoft Teams Meeting

Join

Aug 9

HRD Weekly Meeting  
1:00 AM - 1:30 PM  
Microsoft Teams Meeting

Join

Participants (2)

1:00 AM - 1:30 PM

1:00 AM - 1:30 PM

Yealink

Calendar

Aug 7

test meeting  
3:00 AM - 3:30 AM  
Microsoft Teams Meeting

Join

Aug 8

No meetings

Aug 9

No meetings

Aug 10

No meetings

Test  
Wed Aug 07, 2024  
3:00 AM - 3:30 AM  
Microsoft Teams Meeting

Join

Microsoft Teams Meeting

Microsoft Teams Meeting

Microsoft Teams Meeting

Microsoft Teams Meeting

Microsoft Teams Meeting

Participants (2)

Maggie Tang  
Organizer

Peter Parker  
User

HD

HD



# First 3W Speaker Teams Phone



MP5X: 2W



MP5X E2: 3W

Adapt to noisy environment,  
such as in the manufacturing industry.





# Better Screen

Greater Visibility

View angle

**140° → 170°**

Higher display resolution

**1024 x 600**

For MP56 E2

MP56: 800 x 480

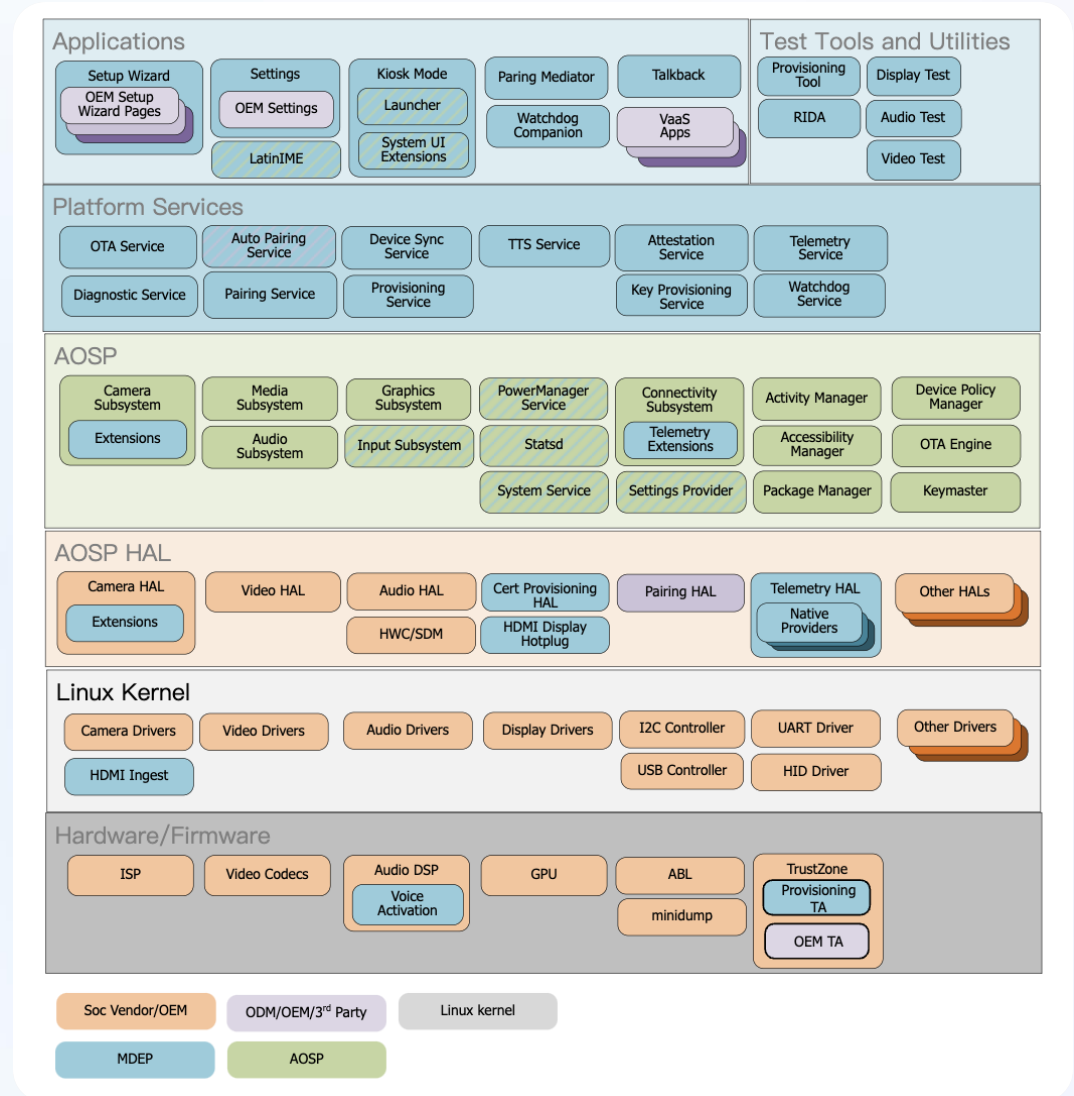
**MDEP** Coming Soon  
Stay Ahead in  
Security and Management

# WHAT IS MDEP?

The Microsoft Device Ecosystem Platform

Based on the Google AOSP stack with Microsoft modifications to core AOSP components and additional services to support the Microsoft ecosystem and experiences.

Developed by Microsoft



## **Simplified Deployment**

Remove friction in deployment, reduce the cost and complexity.

## **Secure your Device**

The *authorized access, hardware-backed device attestation* and *secure monitoring service* are a combination blow to malicious attack and data leakage.

## **Enhanced Management**

Helping IT pros identify issues and take action to remediate them without human intervention

# AOSP MIGRATION

- [Microsoft official website](#)
- [Microsoft Intune admin center Message center](#)
- [Moving Teams Android Devices to AOSP Device Management](#)

## Step 1

Create new enrollment profiles & configuration/compliance policies in Intune.

## Step 2

Take **firmware updates** containing the new AOSP agent and Authenticator app.

The screenshot shows the 'Create profile' page in the Microsoft Intune admin center. The breadcrumb trail is 'Home > Devices | Enrollment > Corporate-owned, user-associated devices >'. The page title is 'Create profile ...'. There are two tabs: '1 Basics' (selected) and '2 Review + create'. The 'Name' field is 'AOSP - Teams Devices' with a green checkmark. The 'Description' field contains the text: 'This AOSP Management enrollment profile is to allow Teams Android Devices to enroll in Intune'. The 'Token expiration date' field is empty with a placeholder 'MM/DD/YYYY' and a calendar icon. The 'Wi-Fi' field has two buttons: 'Configure' and 'Not configured' (selected). The 'For Microsoft Teams devices' field has two buttons: 'Enabled' (selected) and 'Disabled'.



# RELEASE PLAN

## **AOSP**

### RELEASE

End of Aug. or Sept.

### MODEL

MP54/MP56/MP58  
MP5X E2  
CP965

## **MDEP**

### RELEASE





2024H2

### MODEL

MP5X E2



# PRODUCT DATASHEET

Model	MP52 E2	MP54 E2	MP56 E2	MP58 WH E2
				
<b>Positioning</b>	Entry-level	Cost-effective Phone	Mid-level	Premium-level
<b>Display</b>	2.4" non-touch screen	4" color touch screen	7" color touch screen	7" color <b>adjustable</b> touch screen
<b>Android OS</b>	Android 13	Android 13	Android 13	Android 13
<b>Teams Button</b>	x	√	√	√
<b>Dial Pad</b>	√	√	√	√
USB	1 Type A	1 Type A	1 Type A+1 Type C	2 Type A+1 Type C
Bluetooth	x	Built-in BT5.2	Built-in BT5.2	Built-in BT5.2
Wi-Fi	x	Built-in Wi-Fi	Built-in Wi-Fi	Built-in Wi-Fi
Sidecar	x	x	√	√
Hold/Transfer/ Redial Button	Transfer/Redial	x	√	√
<b>Wireless Handset</b>	X	x	x	√

A modern glass skyscraper at night, illuminated from within, with the word "THANKS" overlaid in large white letters. The building has a distinctive architectural design with a large, dark, angular section. The sky is dark, and there are some trees and a few people visible in the foreground. The overall mood is professional and appreciative.

THANKS