



Ooma AirDial Adds Call Alerts for POTS Replacement, Making it Faster and Easier to Respond to Emergencies

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SUNNYVALE, Calif.--(BUSINESS WIRE)--Jul. 17, 2024-- [Ooma, Inc.](https://www.ooma.com), a smart communications platform for businesses and consumers, today announced that it has added Call Alerts to Ooma AirDial®, a leading solution for POTS replacement, making it faster and easier for facilities managers and other personnel to respond to emergencies.

Administrators can now select up to 10 recipients to get either SMS or email alerts when a call is placed on a line connected through AirDial. For example, when an emergency call is made from an elevator phone, alerts can go to the front desk, the maintenance staff and the building manager. The same can apply for other critical equipment, such as fire alarm panels and campus blue-light safety phones.

Call Alerts are added, edited or removed with just a few clicks in AirDial's Remote Device Management web portal, without requiring any technical expertise or having to submit a tech support ticket.

Ooma AirDial (<https://www.ooma.com/business/airdial-pots-line-replacement/>) is the only POTS replacement solution with Call Alerts*, which joins a long list of advanced features designed with safety regulations in mind and to make it easier to manage than other products on the market.

In addition to Call Alerts, Ooma AirDial provides unique and patented MultiPath technology, which simultaneously sends calls through AirDial's wireless network and the customer's existing broadband connection. This allows calls to continue uninterrupted if one of the paths becomes clogged or goes down.

POTS replacement is a growing necessity because analog copper-wire phone lines, also known as Plain Old Telephone Service or POTS, are rapidly being phased out, even as carriers are sharply increasing monthly rates and allowing reliability to deteriorate. A fully integrated POTS replacement solution, Ooma AirDial provides hardware, software, wireless connectivity and remote management – all from a single vendor.

Other industry leading features recently added to AirDial include:

- **Embedded Multi-Carrier Support.** Ooma AirDial units can now be switched between wireless carriers remotely, without having to change SIM cards.
- **Parent/Child Accounts.** Administrators managing multiple locations, or IT consultants managing multiple customers, can add or delete parent and child accounts across multiple devices, making it easier to oversee large AirDial deployments.
- **Export of Call Logs.** From the Remote Device Management portal, users can export call logs into spreadsheets to easily analyze usage trends.
- **Insights View.** With one click on an icon in the Remote Device Management portal, administrators can see a single screen summarizing the status of all their AirDial units.

"We've always viewed Ooma AirDial as an opportunity to deliver an advanced service far superior to POTS at a lower cost," said Thad White, vice president of product management at Ooma. "Call Alerts are a perfect example, because copper-wire phone lines can't provide anything like this powerful notification that increases both management awareness and safety."

About Ooma

Ooma (NYSE: OOMA) creates powerful connected experiences for businesses, consumers and service providers, delivered through smart cloud-based communications platforms and services. For businesses of all sizes, Ooma offers advanced voice and collaboration features including messaging, intelligent virtual receptionists and video meetings. Ooma's all-in-one replacement for analog phone lines helps businesses maintain mission-critical systems by moving connectivity to the cloud. For consumers, Ooma's residential phone service provides PureVoice HD voice quality, advanced features and integration with mobile devices. Learn more at www.ooma.com or www.ooma.ca in Canada.

* Based on publicly available information posted by major providers of POTS replacement solutions.

Forward-Looking Statements

This release includes "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Statements in this press release that are not statements of historical or current fact constitute "forward-looking statements." The forward-looking statements contained in this press release include, without limitation, statements related to the functionality, features and benefits of Ooma AirDial. Such forward-looking statements involve known and unknown risks, uncertainties and other unknown factors that could cause the actual results to be materially different from any future results expressed or implied by such forward-looking statements. The forward-looking statements contained herein are also subject generally to other risks and uncertainties that are described from time to time in Ooma's filings with the Securities and Exchange Commission, including under Item 1A, "Risk Factors" in the Company's Annual Report on Form 10-K for the fiscal year ended January 31, 2024, filed on April 2, 2024, and in its subsequent reports on Forms 10-Q and 8-K. Investors are

cautioned not to place undue reliance on such forward-looking statements, which speak only as of the date they are made. Ooma undertakes no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise.

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