Partner Marketing Kit

GSC3570

Messaging Strategy

GSC3570

Tagline	HD Intercom and Facility Control Station
Subhead	*The GSC3570 provides users with streamlined control of facility communications, intercoms, door access and physical security devices.*
Positioning	The GSC3570 is a powerful intercom and facility control station designed to provide businesses with a dedicated device to manage facility communications, door access, physical security and more. This device can be wall-mounted or placed on a desktop as a solution for easy door control, intercom and paging communication, security camera management and facility-wide UC integration. This SIP intercom and facility control station is designed to seamlessly integrate with Grandstream's entire range of products, including the GDS series of Door Access devices, GSC series intercom and paging devices, security cameras and more. The GSC3570 is ideal for any deployment scenario where facility access, communications and security need to be centrally monitored and controlled.
Key Differentiators	• Centralized control of all Grandstream solutions, including intercom, door access, and physical security products • Dual-band 802.11 ac Wi-Fi • 7 inch 1024x600 capacitive touch screen • 4x alarm input ports and 1x alarm output port for customized deployments • Secure Boot & Data, TLS and SRTP security encryption technology to protect calls and accounts • Full duplex 2-way HD audio with advanced echo cancellation • Supports PoE to provide a network connection to the device • Can be wall-mounted or placed on a desktop

French   Italian   Polish   Spanish

German   Portuguese   Russian

GSC3570 Datasheet

HD Intercom and Facility Control Station
GSC3570

The GSC3570 is a powerful intercom and facility control station designed to provide businesses with a dedicated device to manage facility communications, door access, physical security and more. This device can be wall-mounted or placed on a desktop as a solution for easy door control, intercom and paging communication, security camera management and facility-wide UC integration. The GSC3570 features a 7-inch touch screen LCD and full duplex 2-way HD audio. It offers a flexible network connectivity through 100Mbps network port with PoE or integrated dual-band Wi-Fi support. This SIP intercom and facility control station is designed to seamlessly integrate with Grandstream's entire range of products, including the GDS series of Door Access devices, GSC series intercom and paging devices, security cameras and more. The GSC3570 is ideal for any deployment scenario where facility access, communications and security need to be centrally monitored and controlled.

7 inch 1024x600 capacitive touch screen	Dual-band 802.11 ac Wi-Fi	4x alarm input ports and 1x alarm output port for customized deployments
Full duplex 2-way HD audio with advanced echo cancellation	Secure Boot & Data, TLS and SRTP security encryption technology to protect calls and accounts	Supports PoE to provide a network connection to the device

Protocol/Standards	SIP RFC3261, TCP/IP/UDP, RTP/RTCP, HTTP/HTTPS, ARP, ICMP, DNS (A record, SRV, NAPTR), DHCP, PPPoE, SSH, TFTP, NTP, STUN, SIMPLE, LDAP, 802.1x, TLS, SRTP, IPv6
Network Interface	Dual switched 10/100Mbps ports
Graphic Display	7" 1024×600 capacitive touch screen TFT LCD with Home key
Wi-Fi	Yes, dual-band 802.11 a/b/g/n/ac (2.4GHz & 5GHz)
Alarm Input	4 Channels, including 1 Optocoupler, Vin < 15V (IN+) and 3 Dry Contact (IN1-3), for low voltage devices such as a door sensor, other switch contact, button etc.
Alarm Output	1 Channel/Relay, 125VAC/0.5A or 30VDC/2A, Normal Open or Normal Close, for high voltage devices such as, an electric lock or light switch
LED Indicator	Yes, Dual color LED for event indication
Micro SD/TF Supported	Yes, up to 256G
Voice Codecs and Capabilities	G.711μ/a, G.722 (wide-band), G.726-32, iLBC, Opus, G.729A/B, DTMF (In audio, RFC2833, SIP INFO), VAD, CNG, AEC, PLC, AJB, AGC, ANS
Video Decoders and Capabilities	H.264 BP/MP/HP, video resolution up to 720p, frame rate up to 30 fps, bit rate up to 2Mbps
Telephony Features	4 SIP Accounts, Hold, Call Waiting, Call Log, Auto Answer, etc
Sample Applications	Local apps: Contacts, Call History, Settings, Voicemail, Clock API/SDK available to allow integration with 3rd party door system products
Operating System	Linux
HD Audio	Yes, Dual speakers with support for wideband audio and media play in stereo, acoustic echo cancellation
QoS	Layer 2 (802.1Q, 802.1p), 802.11e and Layer 3 (ToS, DiffServ, MPLS) QoS
Security	Secure Boot & Data, Double images for high reliability, random administrator password, user and administrator level passwords, MD5 and MD5-sess based authentication, 256-bit AES based secure configuration file, SRTP, TLS, 802.1x media access control
Multi-language	English, Chinese, Dutch, Spanish, French, Italy, Portuguese, and Russian
Upgrade/Provisioning	Firmware upgrade via TFTP/HTTP/HTTPS, mass provisioning using AES encrypted XML configuration file, manual upload
Power & Green Energy Efficiency	2-pin DC input: 12VDC/1A Integrated PoE : IEEE 802.3af Class 3, power consumption <10W Micro USB input: 5VDC/2A
Temperature and Humidity	Operation: -10°C to 50°C, Storage: -20°C to 60°C, Humidity: 10% to 90% Non-condensing
Physical	Unit Dimension: 224.5 x 149.5 x 36.5mm; Unit Weight: 517g Entire Package Dimension: 265 x 180 x 54mm; Entire Package Weight: 880g
Package Contents	GSC3570, quick installation guide, wall mount bracket, and desktop stand (optional)
Compliance	FCC, CE, RCM, IC
Optional Accessories	GDS3710 & GDS3705

Translations

English

French

German

Italian

Polish

Portuguese

Russian

Spanish

3.2020.05

GSC3570 Sales Kit

The sales kit is a guide to everything you need to know about selling the GSC3570, HD Intercom and Facility Control Station.

The Sales Kit includes:

- Overview and Basics
- Key Differentiators
- Comparison vs. Competition
- Deployment Scenarios
- Integration with other Grandstream Products

Translations

English

Portuguese

Spanish

GSC3570 PowerPoint Presentation

Translations

English (PowerPoint)

English (PDF)

Portuguese (PowerPoint)

Portuguese (PDF)

Spanish (PowerPoint)

Spanish (PDF)

GSC3570 Marketing Materials

Email

GSC3570 Email Editable File (InDesign)
GSC3570 Email (PDF)
GSC3570 Email Text (Word)
GSC3570 Verticals Image (PNG)
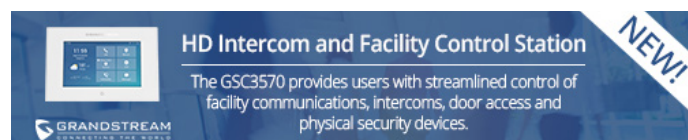GSC3570 Email Banner (PSD)
GSC3570 Email Banner (PNG)

Email Signature

GSC3570 Email Signature Editable File (PSD)
GSC3570 Email Signature English (PNG)

Press Release

Grandstream Releases a New HD Intercom and Facility Access Control Station (Word)

New Product Launch!

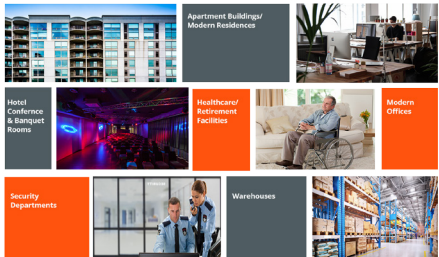**Grandstream's New HD Intercom and Facility Access Control Station**

The GSC3570 is a powerful intercom and facility control station designed to provide businesses with a dedicated device to manage facility communications, door access, physical security and more. This device can be wall-mounted or placed on a desktop as a solution for easy door control, intercom and paging communication, security camera management and facility-wide UC integration. This SIP intercom and facility control station is designed to seamlessly integrate with Grandstream's entire range of products, including the GDS series of Door Access devices, GSC series intercom and paging devices, security cameras and more.

Key Technical Specifications

- Centralized control of all Grandstream solutions, including intercom, door access, and physical security products
- Dual-band 802.11 ac Wi-Fi
- 7 inch 1024x600 capacitive touch screen
- 4x alarm input ports and 1x alarm output port for customized deployments
- Secure Boot & Data, TLS and SRTP security encryption technology to protect calls and accounts
- Full duplex 2-way HD audio with advanced echo cancellation
- Supports PoE to provide a network connection to the device
- Can be wall-mounted or placed on a desktop

Deployment Scenarios

Contact Us to Learn More

List how your customers can contact you to learn more about this product

GSC3570 Digital Marketing - Social Template

Create your own Social Media Image

Use the editable template to customize your own social image, or create your own using the elements provided below. We recommend using the text provided in the messaging and strategy on pg.2.

Social Image w/ text Template:
Editable Photoshop File
Social Image w/ text_ English (PNG)

Stock Photos (2 Options)
Option 1
Option 2
Option 3

Icons (white):
All 4 Icons
Wi-Fi
Security
Alerts
Touch Screen

Product Images
GSC3570

Logo (add your own or use Grandstream's)
Logo_white
Logo_blue

Official Grandstream Colors:

Deep Blue:
RGB: 42 / 83 / 137
#295288

Aqua Blue:
RGB: 70 / 168 / 202
#46A7C9

Grey:
RGB: 156 / 158 / 159
#9C9D9F

Orange (Secondary Color):
RGB: 255 / 83 / 13
#FF530D

Tagline
(from Messaging and Strategy on Pg.2)

HD Intercom and Facility Control Station

The GSC3570 provides users with streamlined control of facility communications, intercoms, door access and physical security devices.

GSC3570_front

Icons

Subhead
(from Messaging and Strategy on Pg.2)

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GSC3570 Digital Marketing - Social Paid / Cover Photo
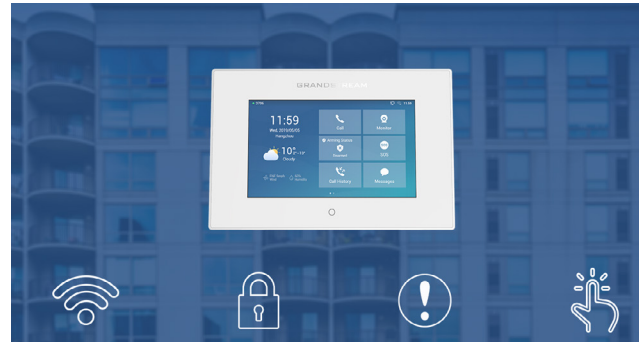
Paid Social Ad (no text)

GSC3570 Social Image No Text
GSC3570 Social Image w/ icons
GSC3570 Social Lifestyle Image

Paid/Non-Paid Social Copy

GSC3570 Suggested Social Copy

Cover Photo

Facebook Cover Photo_Editable (PSD)
Facebook Cover Photo_English (PNG)

GSC3570 Digital Advertising - Banner Ads Template

What are Banner Ads?

Banner advertising is synonymous with display ads. They're placed in high-traffic locations on webpages, creating brand awareness and generating click-throughs, purchases, and leads. These high-visibility locations include the front, bottom, or the side of a webpage; places where the eyes of browsers usually wander.

See the next page for recommended sizing

Ad Banner 300x250
Editable Photoshop File (300x250 Sample)
Ad Banner Sample 300x250 English (PNG)

Product Images
GSC3570_front

Logo (add your own or use Grandstream's):
Logo_white
Logo_blue

Official Grandstream Colors:

Deep Blue:
RGB: 42 / 83 / 137
#295288

Aqua Blue:
RGB: 70 / 168 / 202
#46A7C9

Grey:
RGB: 156 / 158 / 159
#9C9D9F

Orange (Secondary Color):
RGB: 255 / 83 / 13
#FF530D

Tagline
(from Messaging and Strategy on Pg.2)

HD Intercom and Facility Control Station

The GSC3570 provides users with streamlined control of facility communications, intercoms, door access and physical security devices.

Learn More

CTA (Call to Action)
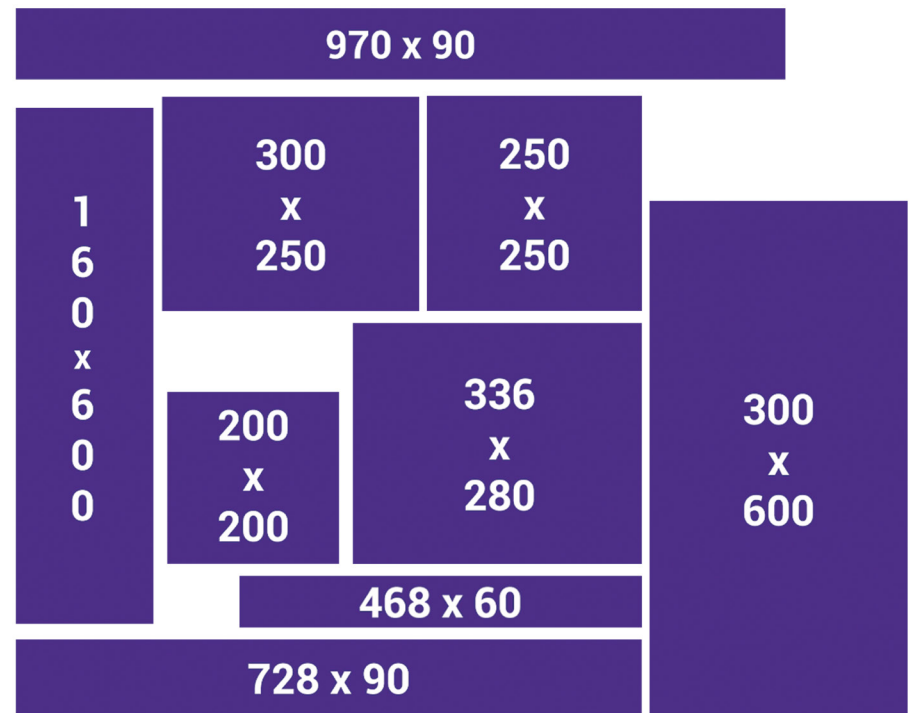Tells the site users to do something such as sending them to a product page

Subhead
(from Messaging and Strategy on Pg.2)

GSC3570 Digital Advertising - Banner Ads Sizing

Mobile: Common Ad Dimensions

| 200 x 200 |
| 250 x 250 |
| 300 x 250 |
| 320 x 50 |
| 320 x 100 |
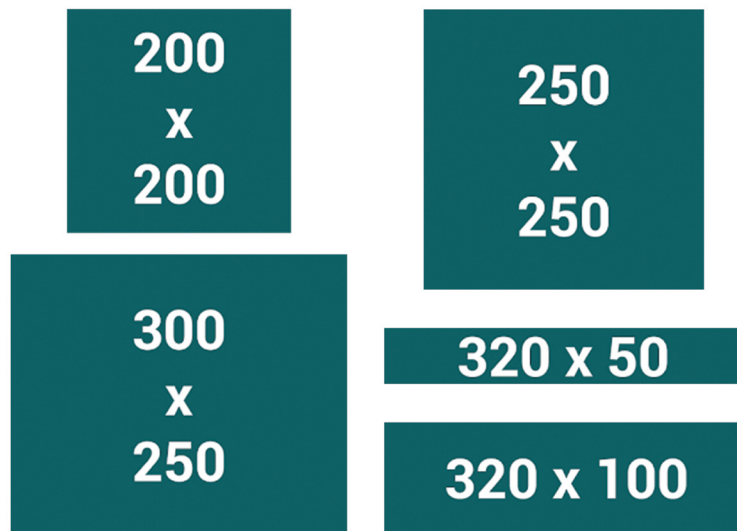
Computer: Common Ad Dimensions

| 970 x 90 |
| 160 x 600 |
| 300 x 250 |
| 250 x 250 |
| 200 x 200 |
| 336 x 280 |
| 300 x 600 |
| 468 x 60 |
| 728 x 90 |

Marketing Assets

1. Product Images
- front
- side
- wall mounted
- desktop placement

Front   Side   Wall Mounted   Desktop Placement

2. Datasheet Feature icons
- Wi-Fi
- Alerts
- Touch Screen
- HD Audio
- Security
- PoE

Wi-Fi   Alerts   Touch Screen   HD Audio