

2N

2N

Presentation Guidelines 2023

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1. Introduction

This manual describes the correct presentation of the 2N brand on websites and other marketing channels of partners. It will advise you where to find the necessary materials (e.g., company logo and description), how to display information about 2N products, and generally guide you through the integration of 2N into your web portfolio.

2. Where to find supporting materials

In the 2N Media Library. This is an online tool that contains everything you need to create your own marketing materials and web content about 2N. Here you will find photos, datasheets, leaflets, catalogues, technical specifications, and much more.

You must register to access the Media Library. Registration is very easy and we will approve it within 48 hours. From then you will be able to make full use of all materials.

2.1. How to register

1. Go to https://www.2n.com/en_GB/media-library/login
2. Click the Request access button
3. Fill in the form
4. Wait for the registration approval by e-mail (max 48 hours), where you will receive your one-time password. If you don't hear from us within 48 hours, also check your bulk and spam folders.

2.2. Getting to know the most important components

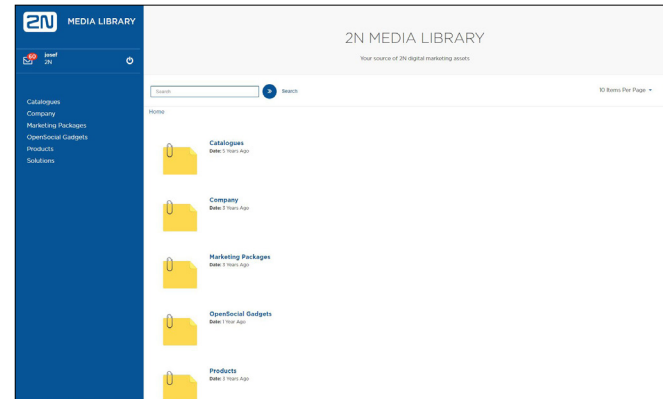
Company - 2N logo in various forms, corporate presentations, and certificates.

Products - Product photos, presentations, datasheets, leaflets and case studies.

Catalogues - Catalogues in preview and high quality.

Marketing Packages - Homepage banners, signature banners, PPC banners and some informational leaflets.

After logging into the Media Library, you will see the following page:



3. The 2N logo

In 2022, 2N switched to a simpler and more modern identity, including a new logo. You can find it in various formats in the Media Library in the Company folder. The current logo is black and looks like this:



The 2N logo must always appear on your website. The ideal location is in the list of manufacturers and next to the 2N company description.

Make sure there is only a new logo on your website. Do not use old versions of the 2N logo. Sometimes the old logo appears, e.g., as an image on licenses.



4. How to present 2N products

The key to presenting 2N products is to keep the product portfolio up to date. That is, to have all new products listed on the website and to remove discontinued ones. You can always find an up-to-date overview on www.2n.com.

4.1. Product name

Each product must be labelled with a name in a text format. Marking by order number only is insufficient. The order number is also important, but should be a secondary piece of information, either in brackets after the name or on the product page in the description.

What does the correct product name look like?

- The product name must display the registered trademark symbol, i.e. “2N®”
- The product name should not include the term “Helios”. This is a term that we no longer use
- The product name must be the same as the name we use officially on the 2N website – there must be no changes in grammar, do not translate names if we do not translate them either
- You can check the product name according to the 2N website (Products - 2N) or according to the 2N catalogue for designers (https://www.2n.com/en_GB/documents/22902/86922/catalogue_for_planners_en_lq.pdf)

4.2. Product description

Describe each product using text. The basis is a paragraph of coherent text with basic information. For major products, this text should be longer and

should include a list of the main functions. For modules or accessories, the description can be shorter. The information needed to create a description can be found on the 2N product pages (https://www.2n.com/en_GB/products).

Include basic technical specifications. Their visual form can be different (structured text, bullets, table). The necessary information can be found on the 2N website for each product.

The text should be original, i.e., do not copy text describing the product from the 2N website because Google will evaluate it as a duplicate. Please either create new texts or modify the ones from 2n.com.

Use relevant keywords. See [keywords for indexing](#) at the end of this manual.

For images, use an alt tag, i.e., an alternative description, and describe what is in the image – e.g., Intercom 2N® IP Style.

4.3. Sample product description

2N® IP Style

Award-winning intercom with a 10" touchscreen, 5MP wide-angle camera and support of multiple access technologies (including mobile access). Don't be fooled by the sleek glass surface: the 2N® IP Style can handle heavy rain, dust, and attacks by vandals.

2N® IP Verso

A reliable intercom suitable for any project thanks to its highly modular design. It supports several access methods (Bluetooth, RFID, fingerprint, PIN), has various installation options (in-wall, on-wall, on glass) and two colour options (nickel or black).

Technical Parameters

Signalling protocol

SIP (UDP, TCP, TLS)

Audio

Microphone: 2 built-in microphones
 Speaker: 2x4 W/4 Ω
 Sound pressure at 1kHz at 1m distance (SPL max): 85 dB
 Volume control: adjustable with automatic adaptive mode
 Full duplex: yes (AEC)
 Codecs: G.711, G.729, G.722, L16/16kHz

Camera

Resolution - JPEG: max 2560x1920 (4:3); max QHD (16:9)
 Resolution - video call: max 2560x1920 (4:3); max QHD (16:9)
 Frame rate: max 30 fps
 Sensor sensitivity: 14000 e⁻/lux-sec
 Viewing angle: 144 ° (H), 126 ° (V)
 Infrared light: yes
 Forensic WDR: yes
 Codecs: H.264, MJPEG

Touchscreen

Size: 10.1"
 Resolution: 1280x800 TFT IPS
 Viewing angle: 170°
 Numeric keypad: touch (on-screen)
 Directory: 2 modes: office/residential (10,000 users)

Bluetooth reader

Bluetooth: Bluetooth 5.0 LE compliant
 Security: RSA-1024 and AES-128 encryption

RFID card reader

Supported frequencies: 125 kHz and 13.56 MHz variant (optionally secured version)
 125 kHz: EM4xxx
 13.56 MHz: ISO14443A, ISO14443B, NFC support

POWER SUPPLY

DC power supply: 12 V ±15 %/4 A
 PoE: PoE+ IEEE 802.3at (Class 4-25.5 W)

INTERFACES

LAN: 10/100BASE-TX with Auto-MDIX, RJ-45
 Switch output: NC/NO contacts, max 30V/1A AC/DC
 Active switch output: 12 V/0.6 A DC
 Passive / active input: 3; (-30 V to +30 V)
 Tamper switch: mechanical, part of the Intercom
 Supported protocols: SIP2.0, SIPs, DHCP opt. 66, SMTP, SNMP, TR069, 802.1x, RTSP, SRTP, TFTP, HTTP, HTTPS, Syslog, ONVIF

Extension modules (optional)

I/O module: external 43 (W) x 31.5 (H) x 1.5 (D) mm
 Wiegand module: external 43 (W) x 31.5 (H) x 1.5 (D) mm

Mechanical properties

Cover: hardened white glass
 Operating temperature: -30°C - 60 °C
 Storage temperature: -30°C - 70 °C
 Operating relative humidity: 10% - 95% (non-condensing)
 Weight: 1950 g
 Officially certified
 outdoor coverage level: IP65, IK08

2N® Indoor View

This answering unit features a 7" touchscreen and is suitable for even the most luxurious of interiors. It supports full-screen video calling, and residents will love modern features such as video surveillance and seamless integration with home automation systems.

2N® Access Unit M

A modern IP access reader in a slim design perfect for installing on tricky spots like door frames. It has a built-in controller for easier installation and comes in three different versions: RFID, RFID combined with Bluetooth, or RFID with a touch keypad.

Example of technical specifications of the 2N® IP Style intercom: https://www.2n.com/en_GB/products/intercoms/2n-ip-style

Because YouTube is the world's second-largest search engine, 2N devotes a significant amount of time and resources to video production and channel maintenance. Therefore you should, ideally, include a link to the product video on the 2N YouTube channel in the product description. Alternatively, you can place the video directly on your website.

Link to 2N YouTube channel: <https://www.youtube.com/@2nvideos>

The screenshot shows the YouTube channel for 2N. The channel name is 2N (@2nvideos) with 3,05K subscribers. The banner features a man in a suit holding a tablet with the text '2N® IP STYLE Defining future standards for video intercoms'. The main video is titled '2N Adds a Touch of Luxury and Modern Mobile Access L...' with 21,289 views. Below the video are several product introduction thumbnails, including '2N® Access Commander | Product Introduction', 'The best of IP intercoms and IP cameras in 2N® IP Style...', 'Smart reader with the fastest mobile access | 2N Access...', 'Introduction of 2N® Indoor View | New In-home interco...', 'Introduction of 2N® Indoor Compact | Residential Indo...', and 'Introduction of 2N Access Unit 2.0 | Versatile IP Acces...'. There is also a 'More from YouTube' section with various video thumbnails.

Please use these links to YouTube playlists:

[2N ads](#)

[2N residential solutions](#)

[2N Office solutions](#)

And many more. The full list is available at: <https://www.youtube.com/@2nvideos/playlists>

Embed these links to videos on your website. A photo gallery or product description would be an ideal location. If you choose to use the link in text form, use the video title as the anchor text.

For example: [Video Intercom of the Future: Meet the New 2N® IP Style! \(2021\)](#)

For more information about 2N products (features, technical specifications, various documents, case studies, comparisons with other products), refer your customers to the 2N website.

2N® IP Verso

Watch out for the description of this product and take care to make sure it's correct. Due to its modularity, the intercom is very particular and can get complicated: you need several order numbers (the main unit, readers, modules, frames, or installation boxes) to assemble the intercom and install it. Therefore, describe the intercom as a whole in the first part and its individual parts (order numbers) in the next part.

If you do not describe the product as a whole, it will be difficult for customers to understand.

More information about the 2N® IP Verso: [2N® IP Verso - Luxurious Modular IP Intercom - 2N](#)

4.4. Images

For a proper presentation of the products, a suitable image must always be added. All necessary photos can be downloaded from the Media Library (see chap. 2). As

a general rule, photos must be able to be enlarged without being blurry afterwards. Also, all photos should have the same (or at least a similar) size.

Main products

- For main products – especially intercoms, answering units, and access control readers, there should be 3 photos. One from the front, one slightly from the side, and a third photo showing the product in its intended environment.



- An example where you can find pictures for the 2N® IP Force: Media Library → folder → Products → folder Intercoms → folder IP and LTE Intercoms folder IP and LTE Intercoms → Photos (and here are the individual subfolders with photos)

Modules and accessories

- One photo is enough for modules and accessories. Again, however, it is important that it's large enough and not blurry.
- The images can be found in the Media Library. Here the accessories are assigned to the product categories to which they relate. Therefore, the path is: Products → SELECTED PRODUCT CATEGORY → Accessories → and here are the folders with photos for individual accessories

4.5. Downloadable materials

The last addition to the presentation of 2N products on your website is the possibility to download some documents describing 2N products in more detail. Customers will appreciate having all the information they need in one place. Do not embed documents (datasheets, manuals, etc.) on your website, but link to the documents on the [2n.com](https://www.2n.com) website. This will ensure that the documents are up to date.

2N® IP Verso
Installation Manual

Version 2.18 ▾
Language en ▾
Older manual versions

Installation manual 2N® IP Verso

- > 1. Product Overview
- > 2. Description and Installation
- > 3. Function and Use
- > 4. Technical Parameters
- > 5. Supplementary Information

Download PDF version

Content:

- 1. Product Overview
 - 1.1 Components and Associated Products
 - 1.2 Terms and Symbols
- 2. Description and Installation
 - 2.1 Before You Start
 - 2.2 Mechanical Installation
 - 2.2.1 One Module Box
 - 2.2.2 Two Module Box
 - 2.2.3 More Two Module Boxes
 - 2.2.4 Three Module Box
 - 2.2.5 More Three Module Boxes
 - 2.2.6 Tamper and I/O Modules
 - 2.2.7 Module Dimensions
 - 2.2.8 Example of Mounting Plate Installation
 - 2.3 Electric Installation
 - 2.3.1 Overvoltage Protection
 - 2.4 Extending Module Connection
 - 2.5 Completion
- 3. Function and Use
 - 3.1 Configuration
 - 3.2 Intercom Control as Viewed by External User
 - 3.3 Touch Display Intercom Control As Viewed by External User
 - 3.4 Intercom Control as Viewed by Internal User
 - 3.5 Maintenance
 - 3.6 Downloads

Product datasheet

- Downloadable product datasheets can be found in the Media Library or directly on our website, either on the product page or summarised here: https://www.2n.com/en_GB/support/documents/datasheets

Installation manual

- All installation, user and other manuals can be found on the page <https://wiki.2n.com/>
- After opening individual manuals, there is always an option at the bottom left to download the manual in PDF format

Catalogues

- Give your customers the opportunity to view the 2N portfolio in one document. Catalogues for download and for your further use can be found in the Media Library in the “Catalogues” folder.



5. Describing 2N as a company

The 'Our Partners/Manufacturers' section must contain a basic description of 2N as a company.

Here is a sample description that you can use on your website:

Offer your customers future-proof, quality solutions by choosing a company that set the trends for IP access control systems and lift communications. 2N developed the first IP and LTE intercoms in the world and their products continue to innovate and push market standards.

But development isn't all they push - they became part of the Axis family in 2016, giving them stability, too. 2N is an international company with branches worldwide and trained distributors located in 130 countries - so you can be assured their pre-sales and after-sales support are always close at hand.

This section must also contain a link to the main 2N website (https://www.2n.com/en_GB/dashboard). Your customers will then be able to access a wealth of information straight away.

5.1. Online tools

Our online tools help your customers with their projects. Let them know about them to make their job easier. Place a link on your website to a summary page containing links to all online tools, or you can link separately to individual online tools.

All tools together can be found here:

https://www.2n.com/en_GB/online-tools

Project Designer

<https://www.2n.com/2n-project-designer/en>

Description: Design a project online. Throw away the price lists and forget the order numbers. The 2N Project Designer tool will expertly guide you through the selection of suitable products and accessories.

Virtual Experience

<https://virtual-experience.2n.com/>

Description: Walk around the virtual building with 2N products installed. Click on them and explore them in 3D to the smallest detail.

Integration HUB

<https://integrationhub.2n.com/>

Description: Explore the list of integration partners. In the 2N Integration HUB tool you will find compatible VMs, access systems, home automation systems, and many more.

AppeAR

https://www.2n.com/en_GB/2n-appear

Description: Show your customers how great 2N products look installed by using our AR mobile app. Virtual installations, 3D product models and more - all in your pocket

Materials for architects and designers

https://www.2n.com/en_GB/support/for-architects-and-planners

Don't do unnecessary work, we have prepared everything for you. Detailed product specifications? We have them. CAD drawing? Ready. BIM objects? Yes!

Media Library

https://www.2n.com/en_GB/media-library/login

Images, banners, leaflets, catalogues in print quality and much more for your promotional campaign can be found in 2N's online library.

Academy

<https://academy.2n.com/>

Learn online at the exact times of the live webinars, but also at any time with our e-learning courses. On the portal, you will find courses in several world languages.

In addition to the media library, the texts for the online tools are taken from this news: https://www.2n.com/en_GB/news/do-you-know-2n-online-tools-you-can-now-find-them-all-in-one-place

6. Where to list 2N products online

Include 2N products in these recommended categories. The categories may vary from country to country:

- Intercoms
- IP access control
- Answering units
- Telecommunications
- IP Audio

You can see all our categories here: https://www.2n.com/en_GB/products

7. News

We add updates about products, integrations, firmware, software, and other interesting topics to the “News” section of our website. Use them on your website to generate interesting content for your customers easily.

The ideal placement on your website is in the News/Blog/News section, where you include the full or abbreviated version with a link to the full text of the news on the 2N website. Any news item you use must always be marked with the source (2N website).

The page with 2N news can be found here: https://www.2n.com/en_GB/news

NEWS AND EVENTS

Watch our news and stay up-to-date. Learn more about recent product launches, firmware updates, inspiring success stories, upcoming exhibitions, special promotions and many more. You can also take a look at our [blog](#).

All Products Solutions Software & Firmware Compatibility Special Offers Events Company

Software 22.12.2022 Software

I Certified!

2N Elevator Center Made More Convenient With in-bulk Device Management of Emergency Devices

Keep all installed 2N IP devices for emergency communication under control and manage them remotely in bulk

Read more

21.12.2022

We're Debuting 3 New Products at 2023

Intersec 2023

Stand S1-F39

15.12.2022 Software

2N Access Commander 2.5 - Distribute the Time to Connected Intercoms and Readers

Join us in Dubai to see them by else. Plus, chat with our team about NextGen Access Control can offer

8. Linking to 2N

Link to 2N products using anchor text and also remember to use a keyword. For example, when referring to the 2N® IP Style, your link should be as follows: Check out the [2N® IP Style intercom](#).

Not like this: Check out the 2N® IP Style [HERE](#).
The link must also have tracking bots enabled to index the site.

Do not set links to open in a new window as it reduces the accessibility of the site. Ideally in the same window or in a new tab.

9. Using the search bar

The search bar should show results when customers type in queries. 2N® products should show by product names and even by part of their names.

Example: How to find [2N® Access Unit M Bluetooth & RFID](#)

1. M Access Unit 2N® Bluetooth & RFID
2. M Access Unit Bluetooth and RFID
3. Access Unit M
4. Bluetooth and RFID
5. Bluetooth
6. RFID
7. 916115 (order number)

10. Questions and comments

If you have any questions or need any advice, please don't hesitate to contact us. Email us at: marketing@2n.com



keywords for indexing

Intercoms

video intercoms
ip intercom
video doorbell intercom
gate camera intercom
intercom systems
intercom doorbell
door intercoms
door intercom system
entry door intercom systems
intercom door entry system
access control system for doors
rfid door entry systems

Answering units

intercom phone
indoor panel
telephone with intercom
indoor station
room intercom
desk intercom
indoor intercom system for home
indoor intercom system for home
video intercom system for flats
intercoms for houses
intercoms for home

Access Control

door access control system
access control reader
ip access control systems
ip door entry
access control proximity reader
ip based access control
ip door access control
ip based card reader access control
door video entry systems
door entry video systems
video intercom system with door release

Residential

video intercom system for apartments
video door entry systems
intercom for apartments building
apartment intercom systems
intercom systems for home
intercom phone for flats
flat intercom phone
access control using mobile phone
mobile room keys
smartphone key

Mobile Access

mobile access control
mobile phone access control
mobile credential access control
mobile access door entry system
mobile access control system
smartphone access control
smartphone door entry system
commercial intercom system
commercial intercom
door intercom system for business

Lifts

lift emergency phone
gsm unit for lift
lift line
lift alarm
elevator control
emergency lift phones
lift management

Commercial

office intercom
intercom system for office
office intercom system
business intercom
intercom phone system for office
commercial video intercom system
doorbell intercom system for business
passenger lift
lift systems
lift accessories