

Panasonic
ideas for life



Hybrid IP-PBX Systems

KX-TDA100
KX-TDA200
KX-TDA600

The intelligent business solution.

Hybrid IP-PBX KX-TDA Telecommunication Platform:



Investment in a telecommunication system requires business communication foresight. Businesses need to be able to effectively communicate today - yet want to make sure that they are properly equipped to handle the growing demands of their future communication needs. The Panasonic Hybrid IP-PBX TDA systems combine the advantages of traditional telecommunications with the convergence of IP technology offering maximum feature and functional flexibility to handle all your business communication needs - Today and in the Future.

Makes Communications Easy

Panasonic digital telephones are stylish, easy to use, and efficient.

Features include a large, easy-to-read 6-line backlit LCD that can display up to 24 characters, an easy-to-view Message/Ringer Lamp, Navigator Keys for quick and easy operation, 4-step angle adjustment for greater comfort, and a USB terminal that provides simple plug-n-play connection with a PC.

Cost-Cutting Performance

Any business could benefit from a low-cost, easy-to-use, and reliable inter-office networking system. Using a VoIP gateway, the Hybrid IP-PBX converts telephone voice signals into IP packets, making it possible for you to use VoIP technology even with existing telephone units. The Hybrid IP-PBX also supports the QSIG* protocol, making it effective for building a company-wide voice network. And Automatic Route Selection (ARS) saves money by choosing the most inexpensive calling route. Also, in addition to cutting costs, VoIP technology and networking give you easier access within networks.

- QSIG*
- Voice over Internet Protocol (VoIP)
- Automatic Route Selection (ARS)

* QSIG is an industry-standard digital networking protocol.





Efficiency You Can Appreciate

Our versatile solutions will bring a wide range of benefits to your company. Wireless technology allows you freedom of mobility so you can initiate or respond to important calls from anywhere in your office, and the messaging solution adds value to virtually all your services. Advanced call centre functions improve communication efficiency and allow you to serve customers more effectively. The Hybrid IP-PBX makes it easy to distribute calls, manage your telephone agents, and control office use of the phone system. Compatible with the CTI standard protocols, TAPI and CSTA, the Panasonic Hybrid IP-PBX can serve as the core of a powerful, high-value-added CTI system.

Reliability

The reliability of the Panasonic Hybrid IP-PBX system is assured by a rigorous quality control system and extensive testing before it leaves the factory. The Hybrid IP-PBX is also designed for quick, easy maintenance to keep system downtime to an absolute minimum. You can change or add modules without switching off the system.

An Affordable System that Adds Value to Your Business

The new Messaging Features offer greater flexibility. If short of staff, you can handle calls with the Automated Attendant Service. You can upgrade to Unified Messaging using CTI technology that can combine e-mail, fax and voice mail, giving you multi-media communication capabilities. You can even customise the Hybrid IP-PBX to meet the needs of different callers. By adding a Panasonic Voice Processing System, you can utilise additional features that are available only from Panasonic, such as Live Call Screening, Two-way Recording, and Two-way Transfer.



Extreme Functionality



For effective communication - Panasonic telecommunication systems allow you to have a wide range of services at your disposal. Panasonic communication systems allow businesses to choose from a range of user-friendly solutions allowing you to find the right solution at the right price to handle your business application needs.

Navigator Key

The navigator key allows fast, one touch, access to the multiple system functions.



Programmable Keys

One-touch function access: the programmable soft keys save time and effort. These keys can be used to store telephone numbers, or frequently used feature access. The dual colour Red/Green LED's give visual indication of feature accessed as well as the status of colleagues whether they are available or busy on their phone.



Ergonomic-Design, 4-Step, Tilt-Angle Adjustment

The display screen can be adjusted to four different viewing angles for optimum readability.



Alphanumeric Display

Visual feedback on the user-friendly LCD display makes it easier to handle calls and perform other tasks. Use it to view a variety of information (see partial list below) or to access the Hybrid IP-PBX system's many features. Users can also make calls by simply following the visual prompts shown on the display.

- Incoming caller's name and number (ISDN, Caller ID)
- Message waiting, absent messages, feature settings
- Log of incoming and outgoing calls (Call Log)
- System/personal speed dialling
- Extension lists
- Call Duration
- Menu of system features
- Time and date

Hands Free Convenience

The built-in headset jack allows you to keep your hands free while taking important telephone calls, giving you the freedom and flexibility to work on your PC or take notes etc.



eXtra Device Port (XDP) and Digital XDP (DXDP)

Use the XDP port to add an analogue phone, cordless phone, or other single-line device to your extension without the cost of an additional line. This lets you send a fax while talking to a customer. Or, by connecting a modem to the XDP port, you can access the Internet while you continue to use the telephone conversing with a client. The DXDP port allows you to add a second digital telephone to your extension allowing you to increase your system capacity without the need for additional optional extension cards and wiring.



KX-NT136

- IP Proprietary Telephone
- 6-Line Back-lit Display
- 24-Programmable Keys
- Digital Speakerphone*
- 2 Ethernet Ports
- Power Over Ethernet (POE)



KX-T7636 with KX-T7603

- Digital Proprietary Telephone
- 6-Line Back-lit Display
- 24-Programmable Keys
- Digital Speakerphone
- USB Connection (optional)
- 12 additional programmable keys (KX-T7603)



KX-T7633

- Digital Proprietary Telephone
- 3-Line Back-lit Display
- 24-Programmable Keys
- Digital Speakerphone
- USB Connection (optional)



KX-T7630

- Digital Proprietary Telephone
- 3-Line Display
- 24-Programmable Keys
- Digital Speakerphone



KX-T7625

- Digital Proprietary Telephone
- 24-Programmable Keys
- Digital Speakerphone



KX-T7665

- 1-Line Display
- 8-Programmable Keys
- Digital Speakerphone*



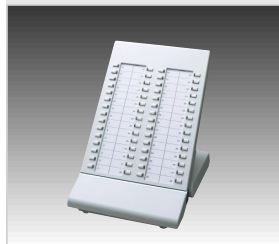
KX-T7710

- Proprietary Telephone
- 8-Programmable Keys
- Modem Data Port
- Message Waiting LED
- Ideal as an office or hotel room phone
- One-touch Button Panel



KX-T7640

- Digital DSS Console (60 DSS)



* Half Duplex

More selection



With its intelligent call-handling functions, the Panasonic Hybrid IP-PBX can serve as the core of a contact centre that efficiently and intelligently handles all business calls.

Higher Productivity, Greater Customer Satisfaction

Desktop PC Integration improves call handling and provides added functionality for power users. A 'snap-in' high-speed USB module makes it easy to connect the digital telephone to your desktop or laptop computer.

User Productivity

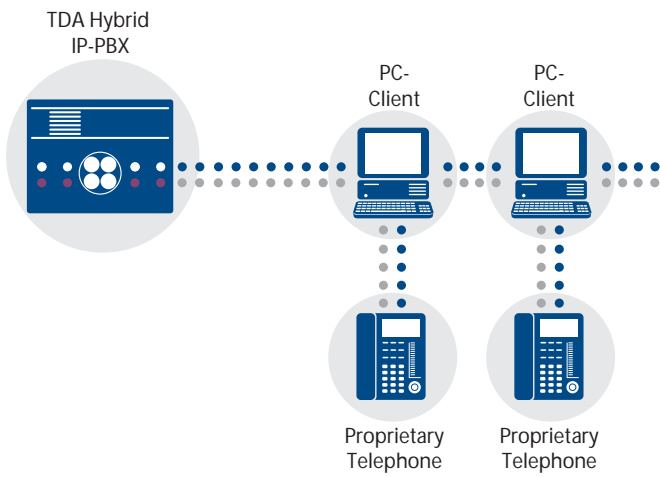
Using PC Phone software, you can integrate your phone system with a database, giving you a powerful Customer Relationship Management (CRM) support tool. Selective or automatic Call Recording, Intelligent TAM, as well as Microsoft Outlook synchronisation are just a few of the exceptional features that can provide enhanced added functionality to telephony power-users in your company.

Attendant Productivity

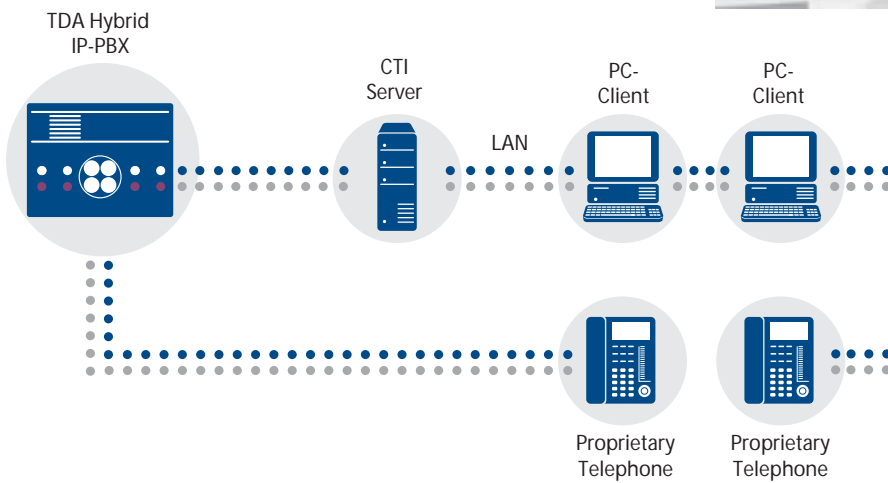
Productivity can be improved further by using the PC Console software application giving operator attendants the ability to answer and transfer calls and perform other routine call-handling duties by simple, visual drag-and-drop operations using a standard PC mouse or other similar pointing device. The attendant can also take notes in the absence of a user. These notes pop-up when the user calls the attendant to retrieve the messages.



1st Party CTI



3rd Party CTI



More Freedom, Greater Clarity

Have you ever had an important customer on the phone and needed to walk away from desk? Panasonic Wireless DECT connectivity is here to help. The Panasonic Hybrid IP-PBX system lets you simply continue your current conversation over a lightweight, business-smart wireless telephone while you are away from your desk or moving around the office. Because the system is digital, the voice comes through loud and clear.



DECT Mobility

The Hybrid IP-PBX system allows wireless communication over an extended range by using multiple cell stations that boost the flexibility and mobility of your wireless handset. Using the Wireless XDP, you can set your wireless telephone to have the same extension as your desk phone, and then receive calls even when away from the desk. You are always there, ready to receive your customers' calls, and make the most of every business opportunity that comes along.



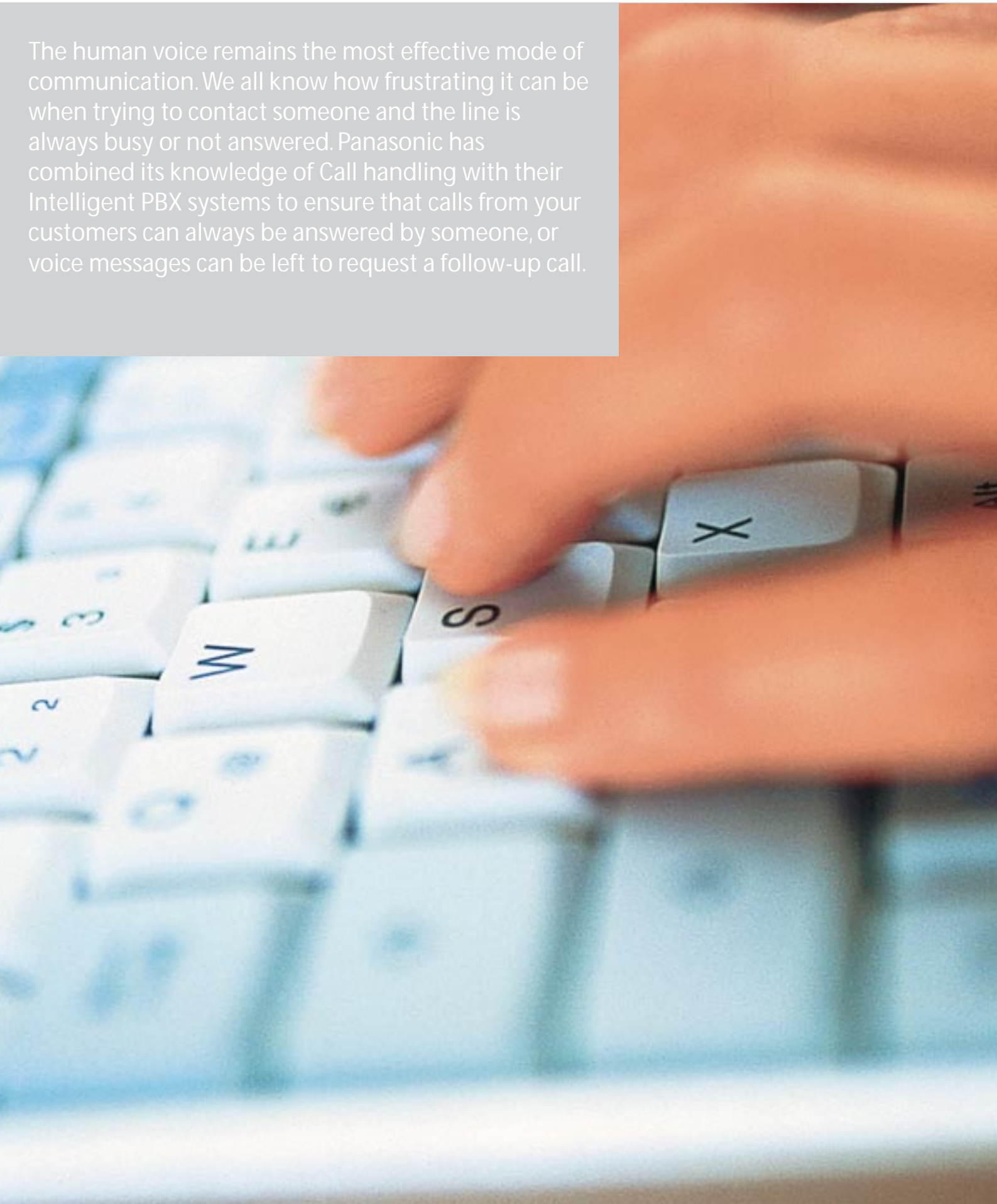
KX-TCA155 and KX-TCA255 - Features

- 6-line, Blue LCD Backlight
- Illuminated Keypad
- Multiple Language Display
- Speakerphone
- Programmable Soft Keys
- PBX functionality support
- 200 entry Phonebook
- Headset Compatible
- 9 polyphonic Ringer Melodies and 6 ringing patterns
- Vibrate Alert*
- Meeting Mode*

* KX-TCA255 Only

Flexible Access

The human voice remains the most effective mode of communication. We all know how frustrating it can be when trying to contact someone and the line is always busy or not answered. Panasonic has combined its knowledge of Call handling with their Intelligent PBX systems to ensure that calls from your customers can always be answered by someone, or voice messages can be left to request a follow-up call.





Personal Mailboxes and email notification.

Using the advanced KX-TVM Messaging Solution - each Extension can be assigned its own personal mailbox that can be contacted any time of day or night. If a caller leaves a voice message for a user, the extension user is notified by a message-waiting lamp available on proprietary telephones or can be additionally notified via an e-mail with voice message attached sent to the user's personal computer. Incoming call information is also recorded with the message and is displayed on a Proprietary telephone. This information includes Callers telephone number, time of call, and length of call.

The perfect service for your customers

Whatever the size of your company, efficient and courteous handling of telephone calls is a major factor in a successful business. Panasonic provides multiple solutions for Call Centres, to help control and make use of the limited resources that may be available. Use the Hybrid IP-PBX to automatically distribute incoming calls as desired. You can program the Hybrid IP-PBX to direct callers to the appropriate group for efficient call handling.

You can also assign a backup extension as an overflow destination for calls not answered within a specified period of time. You can designate any extension you want as the overflow destination—a company message box, for example—and you can designate different overflow destinations for when the PBX is in day, lunch, break, or night mode.

Other features—such as VIP Call, which provides special handling for key customers; Automated Attendant, which answers calls automatically; and queuing, which puts the caller on hold and plays messages and music when no one is available—help ensure greater customer satisfaction and prevent missed business opportunities.

The Hybrid IP-PBX provides a variety of call distribution patterns. Effective use of the different patterns – Uniform Call Distribution (UCD), Priority Hunting, and Simultaneous Ring – can help you manage calls more efficiently.

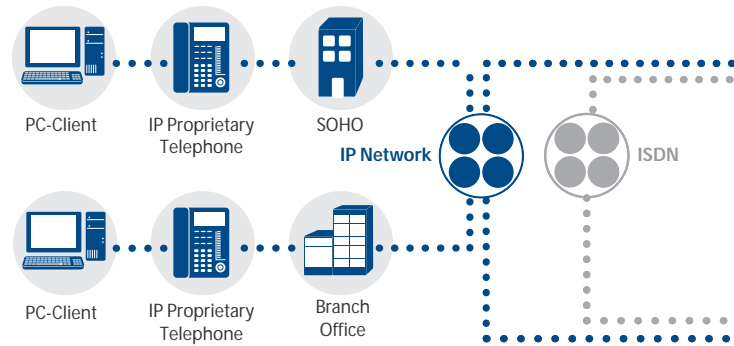
Designated member extensions can "log in" to join their designated group and begin handling calls, or "log out" to exit the group temporarily, such as when taking a break. An extension can also be designated for use by the supervisor, who can access information about incoming calls to each group (the number of queued calls, the longest queuing time, etc.), check the log-in/log-out status, and monitor the status of group members.



Integrating Voice and Data networks



IP Network infrastructures, which already exist in the majority of companies, can now carry voice along with data. Designed to support Convergence via modular structure, the Hybrid IP-PBX systems allow a harmonious migration towards VoIP, allowing voice and data communication to work within the same network.



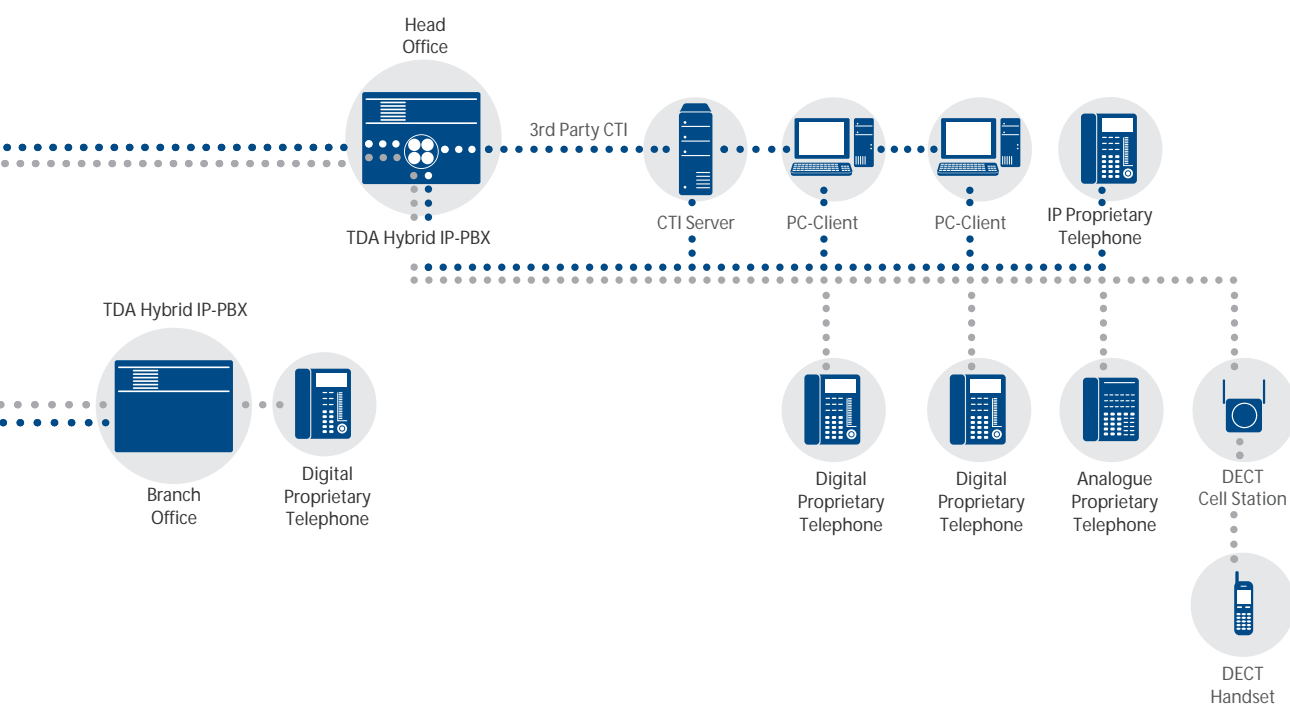
VoIP/QSIG Network with Centralised operator

Voice-over Internet Protocol (VoIP)

VoIP is the latest proven technology for voice communications where packets of digitally compressed voice are sent over IP data networks, which gets converted back to voice once it reaches the destination. By leveraging existing data networks, VoIP can bypass PSTN and therefore avoid all costs associated with PSTN calls no matter how far the distance and how long the conversation. In addition, VoIP also allows for more advanced telephony solutions and applications.

VoIP is an ideal solution for site-to-site communications between multi-site offices and retail chains - as well as for networking branch office and remote office employees, small office/home office (SOHO) workers, and home sales personnel, allowing for flexible working environment and lowering cost.





IP Telephony

Customers interested in gradually evolving their businesses using IP telephony can benefit from the introduction of the new KX-NT136 IP telephone and IP Extension card.

Based on the familiar high-end Digital Proprietary Telephone, the KX-NT136 IP Telephone includes the familiar one touch feature access to:

- Call Hold
- Call Transfer
- Conference Call
- Call Forward

and many more...

Leveraging standard data-network cabling - and supporting Power-over-Ethernet (PoE), IP telephony can reduce your installation cost as well as make telephony available wherever there is a data network available.

Supporting a 6-line alphanumeric LCD display for user friendly feedback and feature visualisation, the KX-NT136 IP telephone is a perfect solutions for both office employees or remote workers / home workers.

QSIG Networking

The KX-TDA Hybrid IP-PBX system supports QSIG protocol, allowing you to interconnect multiple PBX locations to build a large, effectively seamless virtual telephone system, as well as giving you access to more advanced communication functions. As an example, for customers with a legacy PBX in the corporate office, QSIG can be used to implement Panasonic Hybrid IP-PBXs in all the branch offices. Using the network numbering plan, you can assign a telephone number to each extension in a branch or head office, reducing communication costs.

The possibilities are endless



For the majority of businesses, personal contact with the customer is a significant factor for success. The telephone system is at the heart of all communications - without any concern as to how the communication is conveyed: via IP, by traditional telephony or by employing wireless technology. What is crucial for businesses is quality and reliability. Panasonic provides wide variety of solutions to cover any individual requirements.



Health Service

A telecommunication system in nursing facilities and resident housing must be consistent above all to the requirements of people in need. Panasonic offers custom-made solutions that can be integrated with computers to support administrative tools and emergency call systems. The investment ensures security by flexible, future-safe technology.



Hospitality

The Hospitality market requires the communications system to be flexible, economical, and easy to use, with maximum reliability and adaptability for the individual needs. The possibility of PC integration to allow guest room billing and system management has also become a requirement of this sector. The Hybrid IP-PBX Systems are perfectly equipped with all these necessary hospitality features and solutions.



Customer Services

We all would like to offer our customers the best service we possibly can, and while you might be the best today, what about tomorrow? Panasonic Telecommunication systems offer service-orientated solutions, which can be expanded to meet your customer's needs now and for days to come.



Medical

To be able to work effectively and comfortably in a medical environment, it is necessary that the telecommunication system is adapted perfectly to fit the needs of this type of activity. In the field of health, Panasonic alleviates the continual increase in costs and allows easy integration with life saving technologies.



Administration

Public administrations see themselves today more than ever as service providers. Their services must be carried out in spite of the increasing pressure of cost management for government, council and municipal authorities. Panasonic offers such establishments a telecommunications solution which helps them maintain and keep their costs in check.

with digital communication.



Sales

In today's competitive world, personal contact becomes ever more important to the customer. Customer satisfaction, maximum flexibility and accessibility provide the crucial lead in this sector. With a solution from Panasonic, everything that you need is already built in as standard.



Logistics

Logistics requires smooth and reliable transport of information. This is why logistics companies have particular requirements when it comes to telecommunications systems. With possibility for integration into modern EDP systems and mobile accessibility, Panasonic Hybrid IP-PBX systems can become the driving force for your business today, tomorrow and in the future.



Construction

Customers like to only invest in well built products, displaying them attractively and place them within a delightful environment. These same guidelines should also be followed by your telecommunication systems. When it comes from Panasonic - you are sure that all these important points have been meticulously followed - so customers can be proud to own a Panasonic system.



Legal

The legal industry of law firms, notaries, attorneys, solicitors etc have specific requirements when it comes to business communication. Attorney client conversation may need to be recorded - or clients may need to be billed for calls. Law firms may prefer to have secure entrances monitored via IP cameras. The Panasonic Hybrid IP-PBX addresses all these unique communication needs of the legal industry - yet provides all these and more solutions in a cost effective manner.



With Panasonic the possibilities are endless.

Production Enterprises

High flexibility, economy and maximum reliability as well as adjustment to individual needs are important criteria, which telecommunication systems must fulfil. The Panasonic Hybrid IP-PBX outshines here as it was developed with manufacturing plants and production departments in mind. With its ultramodern design and future ready solutions, experience a new dimension of efficient communication.



