



KX-TDA600 BROCHURE

EVERY
CALL
MATTERS



EVERY
CALL
MATTERS

TDA600
Hybrid IP-PBX

IP-ENABLED KX-TDA600 TELECOMMUNICATION PLATFORM



The Panasonic IP-Enabled KX-TDA600 business telephony solution combines advantages of traditional telecommunications together with the convergence of IP technology - offering maximum feature and flexibility to handle all your corporate communication needs.

▶ BUSINESS COMMUNICATIONS SIMPLIFIED

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.

Packed with a repertoire of advanced corporate telephony solutions, the IP-Enabled TDA600 PBX brings a wide range of benefits to help solve your company's communication needs.

Solutions - such as Wireless Mobility allows you freedom to roam within the corporate campus so you can respond to important calls from anywhere in your office, while the Voice Messaging solution adds value to virtually all your services.

Built-in advanced call centre functions improve communication efficiency and allow you to serve customers more effectively. The IP-Enabled TDA600 PBX makes it easy to distribute calls, manage agents handling calls, and controls office use of the phone system.

▶ AUTOMATIC CALL ROUTING

Intelligent call routing allows incoming calls to be distributed directly to the desired destinations. This is made possible by using the CLIP information that is sent with the call. Calls can be distributed to a single extension, or group of extensions, or even held in a queue. Extension groups can also carry VIP status, so that calls that are distributed to these groups are automatically pushed to the front of the call queue regardless of when they enter the queue.

▶ COST-CUTTING PERFORMANCE

Panasonic has leveraged leading edge PSTN and IP technologies in the IP-Enabled TDA600 PBX. Customers can reap the business benefits of the following supported technologies to achieve cost-effective, effortless, and reliable inter-office multi-site voice solutions based on most inexpensive programmed calling routes.

- QSIG*
- Voice over Internet Protocol (VoIP) using H.323
- Least Cost Routing (LCR)

* QSIG is an industry-standard digital networking protocol.



▶ **BUILT-IN CALL CENTRE SOLUTIONS - FOR PERFECT CUSTOMER SERVICE**

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 medium and small Call Centres, to help control and make use of the limited human resources that may be available. The following call centre features are integrated into the PBX and can be expanded to suit more sophisticated call centres in combination with optional Panasonic ACD Report Server (KX-NCV200) or with CTI software solutions available in the market:

- ▶ Intelligent and Automatic Call Routing
- ▶ Flexible Routing to distribution groups
- ▶ VIP call routing
- ▶ Automated Attendant
- ▶ Call Queue with waiting message
- ▶ Walking Extensions ('Hot Desking')
- ▶ Supervisor call queue monitoring
- ▶ Supervisor level monitoring and reporting
- ▶ Overflow Extensions
- ▶ Agent Log-in / Log-out
- ▶ Wrap-up

▶ **RELIABILITY**

The reliability of Panasonic TDA600 Hybrid IP PBX system is assured by rigorous quality control and testing before it leaves the factory, guaranteeing you piece of mind. The system is designed for quick and easy maintenance to help keep any downtime to an absolute minimum. Supporting "hot-swap" - you can change or add most modules without even shutting down the system, while advanced PC based programming tools help installers with quick configuration changes from any networked computer.

▶ **Future-Ready Design**

The IP-Enabled TDA600 PBX is a communications tool your business can grow with. The system comes ready for use with IP Trunks, IP Phones, IP based CTI, and a whole family of business communication applications.

WIDE CHOICE OF STYLISH TERMINALS



With IP-Enabled KX-TDA600 businesses can choose from any type of telephone terminals - the stylish IP telephones, DECT wireless or Digital terminals. Supporting a family of digital and even analogue phones - the KX-TDE series give companies an extensive and cost effective choice of solutions to suit their specific business telephony needs.

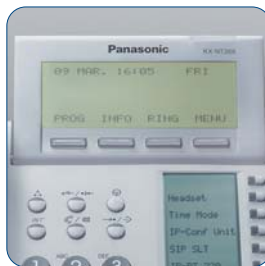
Optional Bluetooth Module



Self Labelling Keys



Easy To Read LCD Display



Easy To Navigate



Multi-tilt Angle Adjustment



▶ NT300 SERIES IP TERMINALS - A PERFECT TEAM PLAYER

Panasonic's IP-Enabled KX-TDA600 supports the KX-NT300 Series IP telephones that are stylish, intuitive, user friendly, and comfortable to use by all system telephone users.

The NT300 series IP telephones take you to a new dimension in audio experience, communications productivity, broadband network connectivity and customer care. These IP telephones allow quick access to the entire spectrum of the KX-TDA600 additional features and applications.

The IP telephones offer superb voice quality thanks to hands free speakerphone, acoustic echo cancellation, and support for wide-band G.722 audio.

Packed with a whole host of features, the KX-NT300 Series IP telephones could not be any simpler to use. In addition to all the regular functionalities - the IP Phones range includes:

- Large Easy to Read Alphanumeric LCD Displays
- Electronic self-labelling keys
- Bluetooth module providing wireless headset support
- Easy navigation key
- A 2nd IP port to reduce cost and desktop cable clutter
- Double tilt adjustment allowing independent tilt control for phone base and LCD display

All these added features are designed to provide you with enhanced desktop usability and comfort.



▶ INTEGRATION WITH YOUR DATA NETWORK

The NT300 Series IP terminals connect directly into your data network, and provide IP-Telephony features with enhanced levels of functionality and comfort compared to the already proven digital system terminals. Users can easily connect their PCs or work laptops to the company Local Area Network (LAN) using the built-in 2-port Ethernet switch on the back of the IP telephones - reducing desktop cable clutter. The advanced functionalities of these new IP system terminals will surely surprise you.



▶ SIP TELEPHONE SUPPORT

With built-in support for the latest SIP technology, the KX-TDA600 can support SIP telephones as extensions. Companies can now use either Panasonic or standard off-the-shelf SIP phones and connect them to the KX-TDA600 as IP extensions to support in-house office users, remote workers and even road warriors connecting back to the office over high-speed broadband IP network from virtually anywhere.

▶ ADVANCED DIGITAL PROPRIETARY TERMINALS

The Panasonic KX-DT300 Series advanced desktop phones are designed for business users who require a range of feature-rich telephony devices to match their constantly changing business needs.

These easy to use, advanced business class telephone devices are designed for effective daily communications. Connected to the KX-TDA600, the digital terminals are extremely reliable and provide a wide range of features to support the right solution for all your business applications.

WIRELESS MOBILITY SOLUTIONS



Have an important customer call and need to walk away from your desk? Panasonic Wireless Mobility Solution is here to help. The Panasonic TDA600 Hybrid IP PBX system lets you simply continue your current conversation over a lightweight, business-smart wireless DECT telephone while you are away from your desk or moving around the office. Mobile telephones can also be integrated as office extensions - receiving and making calls using just one number - for anytime anywhere connectivity.

Easily see Incoming Calls and Messages



Easily to Dial in Dark Conditions



Easy To Read Colour LCD Display



Headset Jack for Hands-Free Access



Splash and Dust Resistant



▶ MOBILE/GSM INTEGRATION FOR ANYTIME ANYWHERE MOBILITY

Mobile phones are a compelling way for doing business outside of the office. The KX-TDA600 supports the latest mobile phone integration technology - enabling calls directed to an office extension to be redirected to a Mobile telephone at a lower, fixed cost. Calls can then also be transferred back to a colleague's office extension or even back to the office voice mail system for graceful handling.

Mobile telephones can be integrated into ICD groups which allow incoming calls to ring both the desk phone and the mobile handset simultaneously, allowing businesses to publish "one-number" access while providing users with the added flexibility to pick-up calls from either their desk phone or mobile phone.

▶ MULTI-CELL DECT WIRELESS FOR OFFICE MOBILITY SOLUTION

The Panasonic office mobility solution lets you carry on your conversation over lightweight, business-smart wireless DECT terminals while you are away from your desk or moving around the office. Using Wireless XDP (eXtra Device Port), users can set their DECT wireless handsets to have the same extension as their desk phone, and then receive calls even when away from their desk.

The Multi-Cell DECT System is an integrated wireless mobility solution providing automatic hand-over between installed wireless cells - enhancing coverage and giving you true communication mobility even within large premises.



KX-TCA175
Standard Model



KX-TCA275
Compact Business Model



KX-TCA355
Tough Type Model

- Colour LCD Display *1
- Illuminated Keypad
- Multiple Language Display
- Speakerphone
- Programmable Soft Keys
- PBX functionality support
- 200 Entry Phonebook
- Headset Compatible
- 10 Ringer Melodies *1
- 10 Programmable Hot Key Dialling
- Vibrate Alert*2
- Meeting Mode*2
- IP64 Dust and Splash resistant*3

*1 KX-TCA175 and KX-TCA275 only

*2 KX-TCA355 and KX-TCA275 only

*3 KX-TCA355 only

▶ BUSINESS MOBILITY TERMINALS

With standard, compact business or tough-type DECT that is able to handle harsh environments - you can be assured that no matter what your needs - with Panasonic; you have the DECT business mobility solution of your choice.

The KX-TCA275 DECT handset combines small size, light weight and durability, with a host of powerful business telephony features, while the KX-TCA175 is a perfect choice for users who want good performance in a standard size handset. In addition, to handle tough environments - the KX-TCA355 ruggedised handset meets strict dust and splash resistant IP64 standards.



▶ EXTENDING OFFICE MOBILITY WIRELESS COMMUNICATION

The KX-TDA600 allows wireless communications over an extended range by using multiple and High Density cell stations that boost the flexibility and mobility of your wireless handsets.

The system provides automatic hand-over between installed wireless cells - enhancing coverage and giving you true communication mobility even within large premises.



KX-A272
Repeater



KX-TDA0155
2ch Cell Station



KX-TDA0156
4ch Cell Station



KX-TDA0158
8ch Cell Station



KX-NCP0158
8ch IP Cell Station

COMPUTER TELEPHONY APPLICATIONS

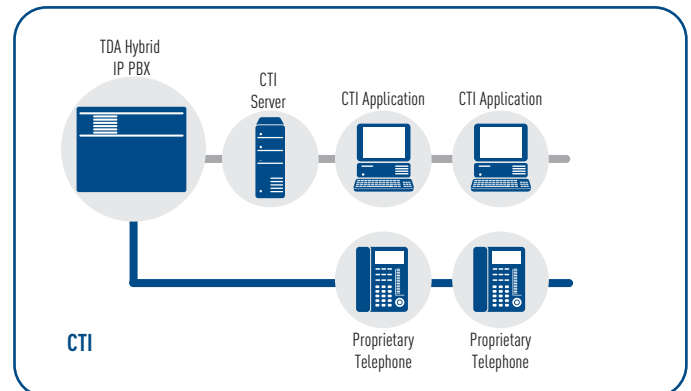


Supporting industry Standard CTI interfaces - the IP-Enabled Panasonic TDA600 PBX can support a large number of software applications ranging from standard "Screen Pops" to integrating Customer Relationship Management (CRM) systems and many more - all designed to intelligently and efficiently handle your business calls.

▶ COMPUTER TELEPHONY INTEGRATION (CTI)

Computer Telephony Integration (CTI) is the technology that brings the best of telephony and computers together - providing powerful and simple productivity enhancements. Panasonic KX-TDA600 PBX supports CTI integration via the two mature industry standards:

- ▶ Telephony Application Programming Interface (TAPI),
- ▶ Computer Supported Telecommunications Applications (CSTA).



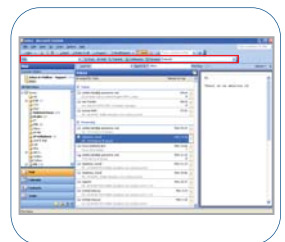
▶ BENEFITS OF CTI

Multiple telephony applications can be implemented leveraging TAPI and CSTA interfaces to augment business communication capabilities and provide software productivity applications for your businesses. The KX-TDA600 PBX can support a myriad of productivity applications that cover all aspects of business requirements. These include among others:

- Offices - Incoming call display (Screen Pop), Busy caller display, Dial from MS Outlook, Call accounting etc.
- Contact Centre - Incoming call display, CRM database integration, Agent Log-in/Log out, ACD reporting etc.
- Hotels - Room availability, check-in/check out, Billing etc.

▶ PC PHONE SOFTWARE ADD-IN FOR MICROSOFT OUTLOOK®

An easy to use CTI application for customers using Microsoft® Outlook®. The software allows users to easily dial contact phone numbers and receive incoming call pop-up alerts. (Requires digital proprietary phones with optional USB module to interface with the PC)

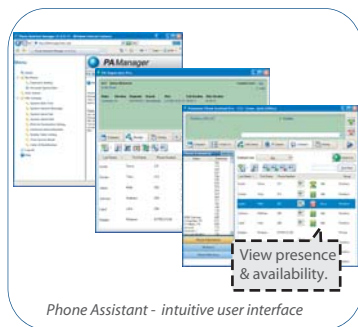


▶ PRODUCTIVITY APPLICATION SOLUTION

KX-TDA600 system users can leverage highly intuitive PC based software applications that blend powerful point and click telephony together with screen based presence, availability, Microsoft Outlook® and Exchange® integration, IP camera integration, and a variety of collaboration tools to simplify and enhance real-time communications for business telephony users.

▶ PHONE ASSISTANT PRODUCTIVITY APPLICATION SUITE

The Panasonic Phone Assistant productivity software suite is a highly intuitive PC based application suite that blends powerful point and click telephony together with screen based presence, availability, integration with Microsoft Outlook®, integration with popular TAPI enabled CRM desktop tools(e.g. ACT, Goldmine, TwiXtel), and a variety of collaboration tools to simplify and enhance real-time communications for business telephony users.



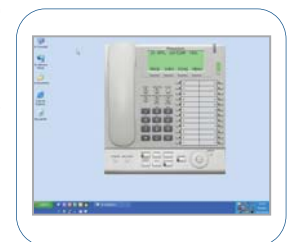
▶ PC CONSOLE

PC Console provides company operators with a powerful tool for improving call-handling, efficiency, and customer service. PC Console displays information about a caller on the PC screen even before the operator takes the call making it easier for operators to prioritise incoming calls, so important customers are never kept waiting. Operators can quickly see which extensions are busy and which are free, and can transfer calls and perform other duties using simple drag-and-drop and point-and-click operations.



▶ EMPOWER REMOTE WORKERS USING IP SOFTPHONE

The Panasonic KX-NCS810X IP Softphone allows road warriors, sales and support staff, or any other power user to use their computer as an IP Phone for access to anytime, anywhere enterprise IP telephony. The user simply needs to connect to the corporate IP network over a managed broadband connection to enable the IP Softphone. All employees can now be centrally connected to the corporate KX-TDA600 Hybrid IP PBX - providing simple yet highly cost effective VoIP communication.



▶ TARGETING ALL AREAS FOR ENHANCEMENTS – PHONE ASSISTANT PRODUCTIVITY SUITE INCLUDES:

Products	Targeted Solution	Benefits
Phone Assistant Pro	Point and click telephony for desk based or remote workers	Helps you visually control all your communications from your PC. Remote telephony is possible via optional Softphone module.
Phone Assistant Status Pro	Team supervisors to monitor employees' call activities, or Operators to handle call traffic	Helps you to visually manage all your team member's telephony activities or for operators to handle business call traffic.
Phone Assistant Manager	Web based system administration	Helps quickly administer your PBX from any networked PC with a web browser.

All applications - when used together can significantly enhance enterprise business productivity and help propel your business to the next level.

INTELLIGENT MESSAGE HANDLING



Advanced voice messaging applications provide enhanced call handling flexibility. Voice guidance provides a user friendly interface to simplify and streamline business communications by efficiently routing customer calls to the proper department or agents. Further, voice mail storage facility can be used for graceful offline call handling during busy hours - increasing overall productivity and providing better customer service.

▶ AN AFFORDABLE SYSTEM THAT ADDS VALUE TO YOUR BUSINESS

The KX-TDA600 PBX system offers two types of messaging solutions:

Optional Solution: ESVM2 (Option: KX-TDA0192) or ESVM4 (Option: KX-TDA0194) Enhanced SVM cards provide added message recording and outgoing message handling capabilities that help ensure calls from your customers are routed through properly and are always answered or processed gracefully. These optional cards can be configured to run in three modes for complete flexibility:

- **SVM Mode:** For Simple Voice Mail only features.
- **MSG Mode:** For DISA functionality leveraging Outgoing Message recordings. The MSG mode can also support mobile telephone extension integration allowing for mobile telephones to be used as PBX extensions.

- **SVM + MSG Mode:** Allowing customers to have both a simple voice mail as well as DISA functionality. Companies can even upload from PC high-quality sound files (8kHz, 16 bit .wav file) that can be played as OGM recordings – for various outgoing message applications.

External Solution: Companies requiring enhanced voice messaging capabilities beyond the functions found on the optional ESVM cards can upgrade to the external KX-TVM50 or KX-TVM200 messaging solutions providing enhanced message applications and customer service. These external optional voice processing systems come fully packed with business class voice messaging features, designed to help businesses handle every call in a courteous and efficient manner.



▶ ENHANCED SIMPLE VOICE MAIL (ESVM)

Key applications that can be implemented using the optional ESVM cards include: user as well as group voice mail services, voice guidance based call routing, transfer out from voice mailbox to MSG functions, multi-level auto-attendant with OGM recordings, queue messages, CO-to-CO end of call detection, mobile phone extension support and many more.

▶ KX-TVM KEY FEATURES:

The KX-TVM50/TVM200 offer a host of voice messaging based features such as:

- Voice Messaging Service
- Automated Attendant Service
- E-Messaging (email notification with voice message attachment)
- Interview Service
- Voice Mail Menu on LCD of system phones for Easier Operation
- Caller Name Announcement
- Caller ID / CLIP based Greetings
- Call Screening
- Call Recording
- Holiday Service
- Multi-Lingual Voice Prompts
- Fax Detection / Routing

▶ 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. By combining the system with a Panasonic Voice Mail System, you can upgrade to Unified Messaging: combining e-mail and voice mail, and giving you multi-media communication capabilities. You can even customise the system to meet the needs of different callers and get additional features that are available only from Panasonic, such as Live Call Screening, Two-Way Recording, and Two-Way Transfer.

▶ QUEUE HANDLING WITH MESSAGING

If a call cannot be answered it can be sent to a call queue and greeted with a friendly welcoming message. The messages are pre-recorded and can inform the caller that their call will be handled in the order it has been received by an agent as soon as one becomes available, or the messages can be used as a way to generate additional business opportunities by alerting the caller of a service the company offers, or a forthcoming sales promotion.



With the KX-TVM50 and KX-TVM200 - Panasonic delivers new levels of communication ease and efficiency that can help any business achieve higher productivity.

▶ VOICE MAIL AND ADVANCED MESSAGING

Using the advanced 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. Incoming call information is also recorded with the message and is displayed on a Proprietary telephone. This includes Caller's telephone number, time of call, and length of call.

▶ CENTRALISED VOICE MAIL

For networked multi-site deployments – centralised voice mail is possible for up to 8 networked TDA600 Hybrid IP PBX systems. Extension users from each branch site can set their phone terminals to forward calls when in busy or no-answer state to the central voice messaging system and access messages using VM access codes.

INTEGRATING VOICE & DATA NETWORKS



Corporate IP Network infrastructures can now carry both voice along with data. Designed to support Convergence via modular architecture, the IP-Enabled Panasonic TDA600 Hybrid IP PBX system allows a harmonious migration towards Voice over Internet Protocol (VoIP), allowing voice and data communication to work within the same network - increasing network utilisation and reducing infrastructure cost.

▶ BENEFITS OF VOICE-OVER IP (VOIP)

VoIP, where packets of digitally compressed voice are sent over IP data networks, leveraging existing data networks can bypass PSTN and therefore avoid all costs associated with PSTN calls. 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.

▶ REMOTE ADMINISTRATION OVER IP NETWORK

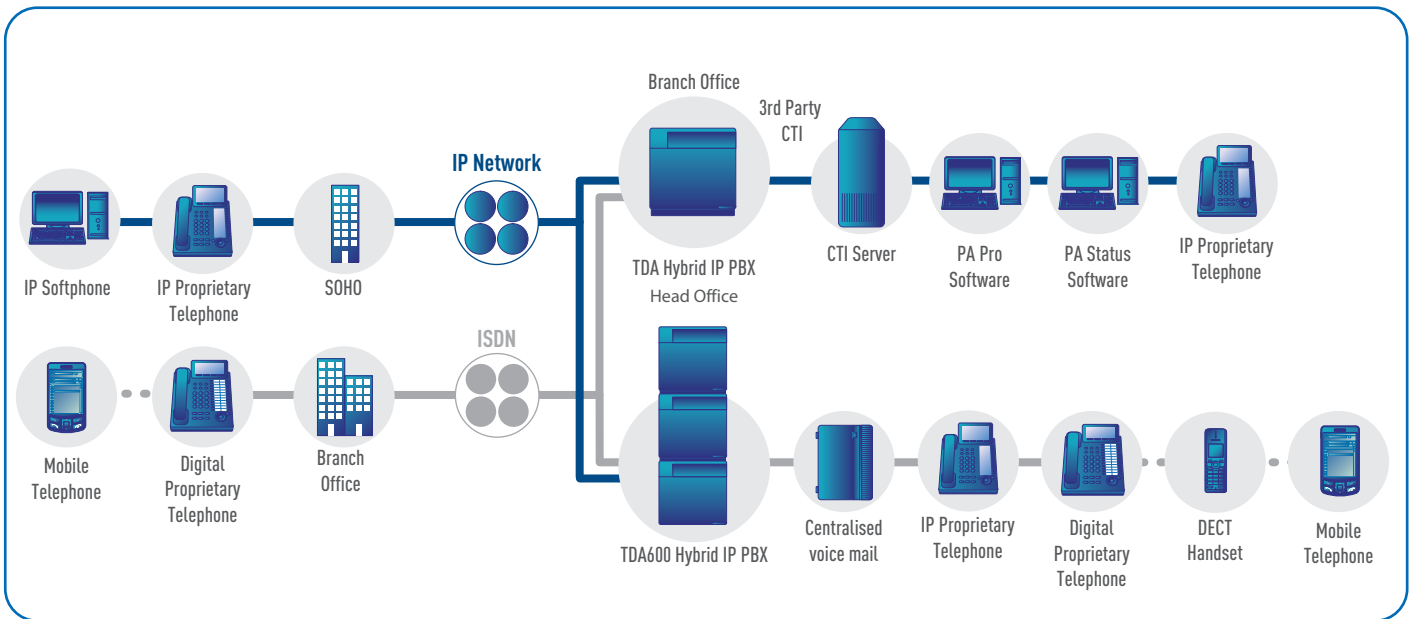
With KX-TDA600 Hybrid IP systems, installers and administrators can remotely manage any deployment scenario – whether a stand-alone system or a networked multi-site system connected via an IP network. All they need is a networked PC with the necessary PC Maintenance Console application and they can access and administer systems from any location reducing extra administration overhead and resulting in quick system handling.

▶ MULTI SITE NETWORKING

With KX-TDA600 Hybrid IP systems, installers and administrators can remotely manage any deployment scenario – whether a stand-alone system or a networked multi-site system connected via an IP network. All they need is a networked PC with the necessary PC Maintenance Console application and they can access and administer systems from any location reducing extra administration overhead and resulting in quick system handling.



TDA600 PRODUCTS LINE UP



▶ NETWORK BUSY LAMP FIELD

Network Busy Lamp Field (Network - BLF) or Network Direct Station Selection (NDSS), allows unique extensions across networked TDA600 Hybrid IP PBX systems to be monitored by a single centralised Network Operator. These extensions can be part of a global PBX QSIG network connected over both ISDN or Voice-over-IP (H.323).

If any of the pre-programmed extensions are busy, receiving an incoming call (ringing) or in 'Do not Disturb' (DND) mode, the operator's DSS key for that extension will illuminate, showing the operator the status of that particular extension providing instant - across the network status visibility.

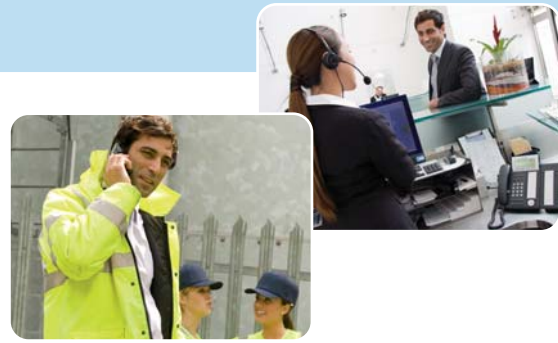


▶ NETWORK DISTRIBUTION GROUPS

Incoming Call Distribution (ICD) groups can be set-up across multiple networked TDA PBX systems. Extensions can be grouped together from different PBX systems, creating globally diverse departments with the same ICD group number - e.g. in distributed call centres.

Simultaneous or delayed ringing can be programmed for all Network ICD (NICD) groups for efficient call handling.

SOLUTIONS FOR ALL INDUSTRIES



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 applications and solutions that address all these crucial business needs.

▶ 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. Panasonic TDA600 PBX Systems are perfectly equipped with all these necessary hospitality features and solutions.

▶ HEALTH SERVICE

A telecommunication system in nursing facilities and resident housing must have a high level of reliability to meet the requirements of staff. Panasonic TDA600 PBX systems meet these requirements and 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.

▶ CONSTRUCTION

Speed and flexibility are an essential way of working in the construction industry, and the Panasonic TDA600 PBX can adapt quickly to your changing business requirements. Need to add conferencing solutions or wireless capability? TDA600 PBX provides all the solutions you need to keep pace with easy setup of new devices and applications. 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 TDA600 PBX addresses all these unique communication needs of the legal industry - yet provides all these and more solutions in a cost effective manner.



▶ 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.

▶ 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.



▶ 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 a telecommunications solution which helps them maintain and keep their costs in check.

▶ LOGISTICS

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

▶ 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 TDA600 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.



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EVERYTHING MATTERS