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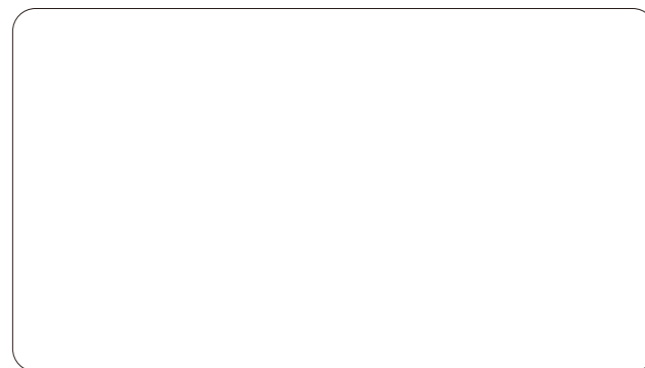
ideas for life



Hybrid IP-PBX Systems

KX-TDA100
KX-TDA200
KX-TDA600

The intelligent business solution.



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KX-TDA600 PLMPR ver. 5.0

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Panasonic[®]

The IP-Enabled KX-TDA Telecommunication Platform



The Panasonic IP-Enabled KX-TDA Series 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.



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 TDA series. 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.

Reliability

The reliability of Panasonic 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.

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 TDA series 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 TDA series makes it easy to distribute calls, manage agents handling calls, and controls office use of the phone system.

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.

- 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



Extreme Functionality



For effective communication - Panasonic telecommunication systems allow you to have a wide range of services at your disposal. The TDA Series supports a wide range of Digital, Advanced IP, DECT Wireless and Analogue telephone terminals to suit all your application needs.

Panasonic PBX platform supports stylish and intuitive range of digital and IP telephones. And, with support for a family of legacy telephones together with fax, the TDA series gives companies an extensive choice of solutions to suit their unique business telephony needs.



Programmable Keys



Back-lit LCD Display



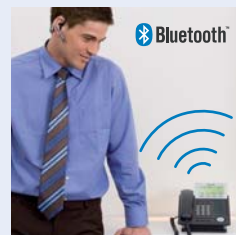
Easy To Navigate



Multi-tilt Angle Adjustment



Optional Bluetooth® Module



IP Proprietary Telephone Line-up

KX-NT346

- 6-Line Backlit Display
- 24 Flexible CO Buttons
- Digital Speakerphone
- 2 Ethernet Ports (100 Base-T)
- Power-over-Ethernet (PoE)
- Bluetooth® Module (Option)
- Add-on 12-Key Module (Option: KX-NT303)



KX-NT343

- 3-Line Backlit Display
- 24 Flexible CO Buttons
- Digital Speakerphone
- 2 Ethernet Ports (100 Base-T)
- Power-over-Ethernet (PoE)
- Bluetooth® Module (Option)
- Add-on 12-Key Module (Option: KX-NT303)



KX-NT321

- 1-Line LCD Display
- 8 Flexible CO Buttons
- Digital Speakerphone
- 2 Ethernet Ports (100 Base-T)
- Power-over-Ethernet (PoE)



Digital Proprietary Telephone Line-up

KX-DT346

- 6-Line Backlit LCD Display
- 24 Flexible CO Buttons
- Digital Speakerphone
- Bluetooth® Module (Option: KX-NT307)
- Add-On 12-Key Module (Option: KX-NT303)
- 60-DSS Console (Option: KX-DT390)
- USB Module (Option: KX-DT301)



KX-DT343

- 3-Line Backlit LCD Display
- 24 Flexible CO Buttons
- Digital Speakerphone
- Bluetooth® Module (Option: KX-NT307)
- Add-On 12-Key Module (Option: KX-NT303)
- 60-DSS Console (Option: KX-DT390)
- USB Module (Option: KX-DT301)



KX-DT333

- 3-Line LCD Display
- 24 Flexible CO Buttons
- Digital Speakerphone
- 60-DSS Console (Option: KX-DT390)



KX-DT321

- 1-Line LCD Display
- 8 Flexible CO Buttons
- Digital Speakerphone
- 60-DSS Console (Option: KX-DT390)



Options

Add-on Key Module

KX-NT303

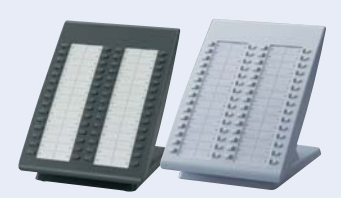
- Add-on 12-Key Module (For KX-NT346/343, KX-DT346/343 only)



DSS Console

KX-DT390

- 60 DSS Console (For KX-DT346/343/333/321 only)



Bluetooth® Module

KX-NT307

- (For KX-NT346/343, KX-DT346/343 only)



USB Module

KX-DT301

- (For KX-DT346/343 only)



Mounting the KX-NT307 lets you connect a commercially available Bluetooth headset for hands-free communication (Answer a call/End a call/Voice communication)



Have an important customer call and need to walk away from your desk? Panasonic Wireless Mobility Solution is here to help. The Panasonic 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.



Extending Wireless Communication

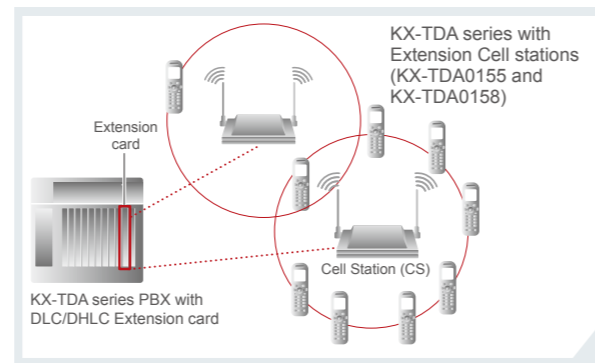
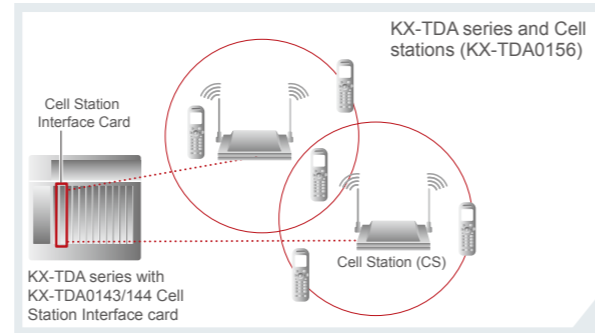
The IP-Enabled TDA series allows wireless communication over an extended range by using multiple and High Density cell stations that boost the flexibility and mobility of your wireless handsets. The system provides automatic hand-over between installed wireless cells - enhancing coverage and giving you true communication mobility even within large premises.

Mobility for Business Productivity

Using Wireless XDP, you can set your wireless telephones 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. And now with basic, business, or tough-type IP64 compliant DECT that is able to handle harsh environments - you can be rest assured that no matter what you need - with Panasonic; you have the DECT mobility solution of your choice.

Enjoy superb mobility whatever your business demands.

Whether you work in an office, a factory, a warehouse, a supermarket, or other large facilities - the Panasonic Multi-Cell DECT System keeps you in constant touch with work colleagues and customers even when you are untethered and moving within your work environment - giving you freedom to roam.



KX-TDA0158
8ch Cell Station DPT/IF

KX-TDA0156
4ch Cell Station CS/IF

KX-TDA0155
2ch Cell Station DPT/IF



KX-A272
2ch Repeater

Used with a Repeater (KX-A272), the range can be extended. A maximum of six repeaters per CS are available.

Mobile Telephone Integration

Mobile Telephones are a compelling way for doing business outside of the office. The Hybrid PBX supports the latest Mobile Telephone integration technology - enabling calls directed to an office extension to be redirected to a Mobile telephone through the TDA series. Calls can then be transferred back to a PBX extension or even to an office Voice Mail system. Mobile telephones can be integrated into ICD groups providing simultaneously ringing of both desk and mobile phone when a call comes in, allowing users to pick-up their calls on either their Desk phone or Mobile phone providing greater flexibility.

KX-TCA175, KX-TCA275 - Features*1

- 6-line Colour LCD backlight
- Soft key edit
- Dynamic operation guidance with soft keys
- Illuminated keypad
- Multiple language display
- Speakerphone
- Programmable soft keys
- PBX functionality support
- 200 entry phonebook
- Headset compatible
- 10 polyphonic ringer melodies and 10 ringing patterns
- Vibrate Alert*2
- Meeting Mode*2

*1 Use may not be possible depending on the version of the Cell Station.

*2 Only KX-TCA275



KX-TCA175

Colour LCD Basic Model



KX-TCA275

Colour LCD Compact Model

Colour Graphical Icon Menu



Tough Type



KX-TCA364

Tough-type Model (IP64 compliant)

Ruggedized IP64 Compliant DECT

The KX-TCA364 ruggedized handset meets strict dust and splash resistant IP64*standards. Impact absorbing rubber is adopted around the KX-TCA364 and the cabinet (outer plastic covering) is also used impact-touch materials.



*IP6: Dust Resistance, no invading of dust.

*IP4: Water Resistance, protection against Splash Water.

KX-TCA364 - Features

- 6-line, Blue, backlit LCD display
- Illuminated Keypad
- Multiple Language Display
- Speakerphone
- Programmable Soft Keys
- PBX functionality support
- 200 entry Phonebook
- Headset Compatible
- 9 Ringer Melodies
- 10 Programmable Hot Key Dialling
- Vibrate Alert
- Meeting Mode
- IP64 Dust and Splash resistant

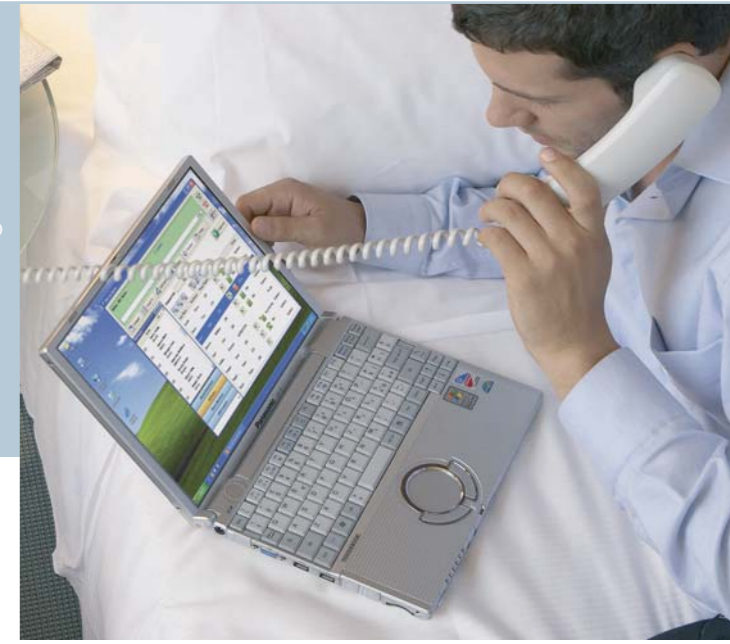
Computer Telephony Applications



Supporting industry Standard CTI interfaces - the IP-Enabled Panasonic Hybrid IP 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.

KX-TDA Series 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.

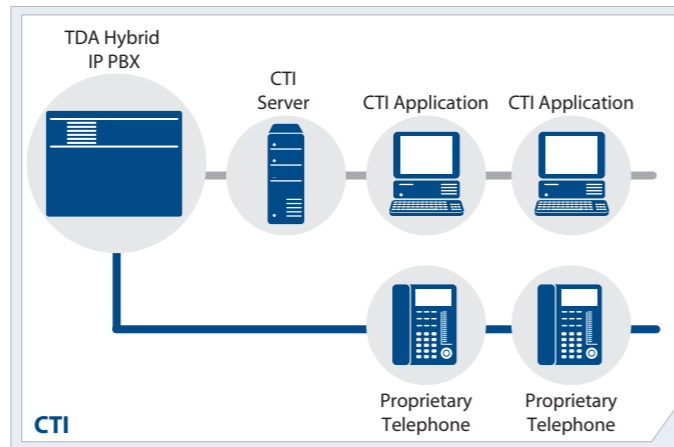
Productivity Application Solution



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-TDA series supports CTI integration via the two mature industry standards:

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



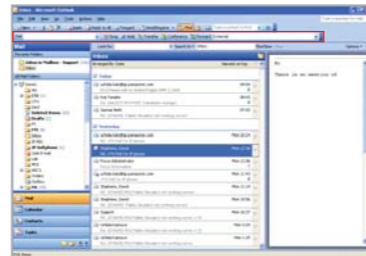
Benefits of CTI

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-TDA series 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.

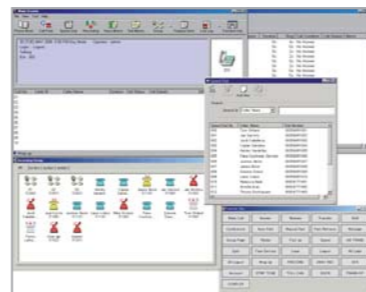
PC Phone Software Add-in for Microsoft® Outlook®

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)



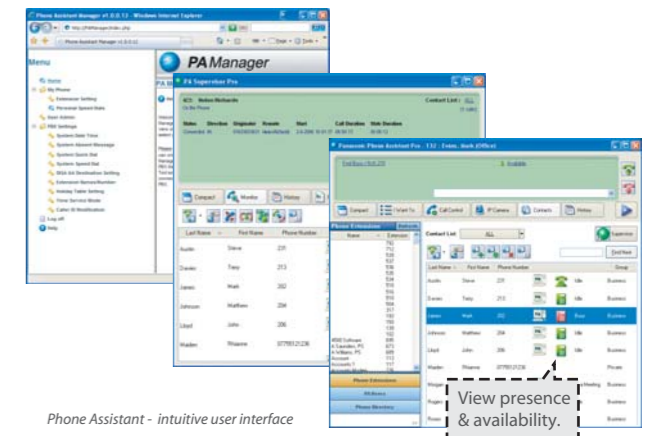
PC Console

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.



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.



Phone Assistant - intuitive user interface

View presence & availability.

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.

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 Hybrid IP PBX - providing simple yet highly cost effective VoIP communication.



Flexible Messaging



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.

Intelligent Message Handling



If a call is not answered, or processed gracefully - it reflects badly on your business. That is why Panasonic Hybrid IP PBX systems are integrated with multiple call handling features as standard.

An Affordable System that Adds Value to Your Business

The KX-TDA series 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.

Voice Messaging	Option	Connection	Channels	Capacity
ESVM2 (KX-TDA0192)	Optional	OPB3	2ch SVM, 2ch DISA	250 messages, 120 Minutes
ESVM4 (KX-TDA0194)	Optional	OPB3	2 x 2ch SVM, 4ch DISA	2 x 250 messages, 120 Minutes
TVM50	External	DPT/LAN	2 - 6	4 hours - 8 hours
TVM200	External	DPT/LAN	0 - 24	1000 hours

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. Depending on the mode of the ESVM cards, the following shared message recording facilities are available:

ESVM Option(s)	DISA Channels	SVM Channels	Modes	Recordings	
				Messages	OGM
ESVM2 (KX-TDA0192)	2	2	SVM*	250	-
			MSG	-	64
			SVM + MSG	186	64
ESVM4 (KX-TDA0194)	4	2 x 2	SVM*	2 x 250	-
			MSG	-	64
			SVM + MSG	2 x 186	64

* Out of the installed ESVM cards only 2 cards can be set to be in SVM mode

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



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

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.

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.

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.

Centralised Voice Mail

For networked multi-site deployments – centralised voice mail is possible for up to 8 networked 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 and 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 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.



Multi Site Networking

Multi-site networking helps enterprises with multiple branch sites to benefit from lower costs for branch-to-branch communication by either leveraging ISDN network connectivity, corporate Wide-Area-Networks (WANs), or using Managed VPN services available from network service providers. Supporting the industry standard QSIG protocol, the KX-TDA series allows you to interconnect multiple PBX locations to help modularly build a large, effectively seamless, virtual telephone system. The system supports QSIG over both ISDN as well as VoIP (H.323) giving businesses access to more advanced networking features like direct extension to extension dialling between PBXs, CID of PSTN calls and ICD group call handling across the QSIG network.

For companies with large legacy PBX in the Head-office, customers can add the Hybrid IP PBX as the new advanced corporate PBX while still maintaining links back to the main legacy PBX via QSIG connection.

Remote Administration over IP Network

With KX-TDA series, 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.

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.

Network Busy Lamp Field

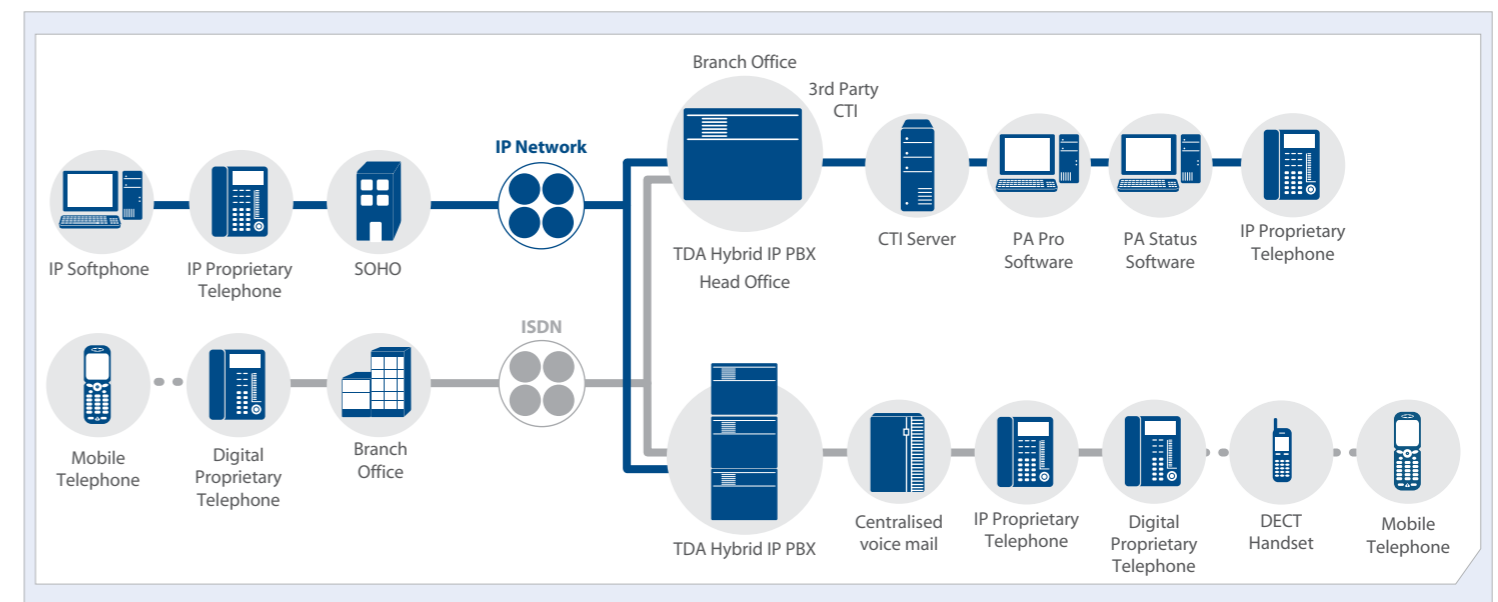
Network Busy Lamp Field (Network - BLF) or Network Direct Station Selection (NDSS), allows unique extensions across networked TDA series to be monitored by a single centralised Network Operator. These extensions can be part of a global PBX QSIG network connected over both ISDN or Voice-over-IP (H.323).

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.





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 Hybrid IP PBX are perfectly equipped with all these necessary hospitality features and solutions.



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.



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 Hybrid IP PBX 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.



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.



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.



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.



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.



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.



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 systems can become the driving force for your business today, tomorrow and in the future.



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 TDA series 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.