

Panasonic
ideas for life



Hybrid IP-PBX Systems

**KX-TDA100
KX-TDA200
KX-TDA600**

The intelligent business solution.

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.



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.

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.



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.

Bluetooth[®] Module
(Option KX-NT307)

24-Character x 6-Line LCD
(Only KX-NT346, KX-DT346)

Message/Ringer Lamp

Soft Button

Flexible CO Buttons

Navigator Key

Double-Tilt Design
The double-tilt design lets you adjust the base unit and LCD angles to match desks, tables, or any location. The base unit can be adjusted in eight steps, and the LCD moves separately to optimise the viewing angle.

8-Step Tilt Angles

Headset Jack

Picture : KX-NT346

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)

Mobility Solution



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.

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.



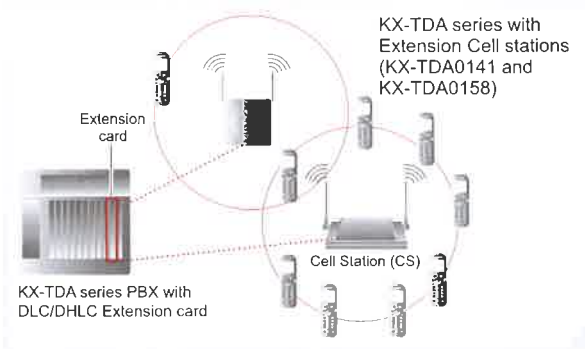
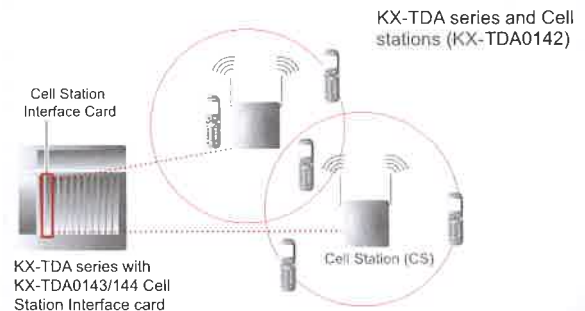
KX-TDA0158
8-ch Cell Station

KX-TDA0141
2-ch Cell Station

KX-TDA0142
4-ch Cell Station

KX-A272
2-ch 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.



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 IP54 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.



Colour LCD

KX-TCA175

Colour LCD Basic Model



Colour LCD

KX-TCA275

Colour LCD Compact Model

Colour Graphical Icon Menu



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



Tough Type

KX-TCA355

Tough Type

Ruggedised IP54 Compliant DECT

The KX-TCA355 ruggedised handset meets strict dust and splash resistant IP54* standards. And Impact absorbing rubber is adopted around the KX-TCA355 and the cabinet (outer plastic covering) is also used impact-touch materials.



*IP5 = Dust resistance (Protection from dust penetration to a level that does not interfere with the operation of handset)

IP4 = Water resistance (Protection against splashing water)

KX-TCA355 - 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
- IP54 Dust and Splash resistant

Computer Telephony Applications

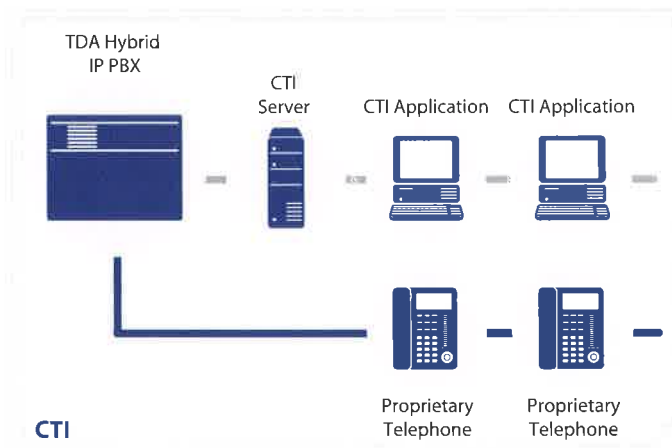


Supporting industry Standard CTI interfaces - the IP-Enabled Panasonic Hybrid IP PBX can support a large number of software applications ranging from standard "Screen Pops" to integrating Customer Relationship Management (CRM) systems and many more - all designed to intelligently and efficiently handle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

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 Interfac (TAPI)
- Computer Supported Telecommunications Applications (CSTA)



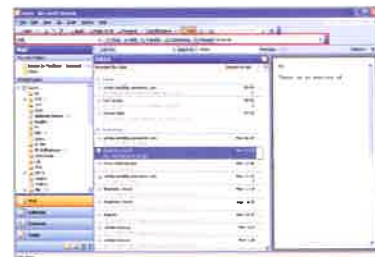
Benefits of CTI

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.

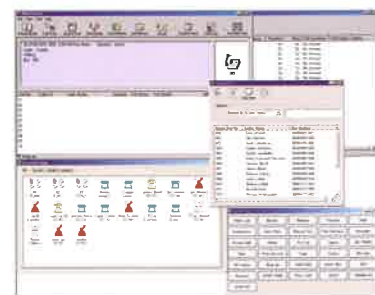
PC Phone Software Add-in for Microsoft® Outlook®

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.



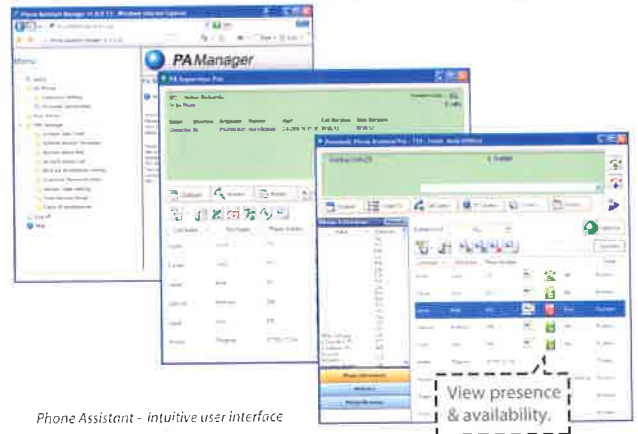
Productivity Application Solution

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.



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

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.

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

...the possibilities are endless



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 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 TDA series addresses all these unique communication needs of the legal industry - yet provides all these and more solutions in a cost effective manner.

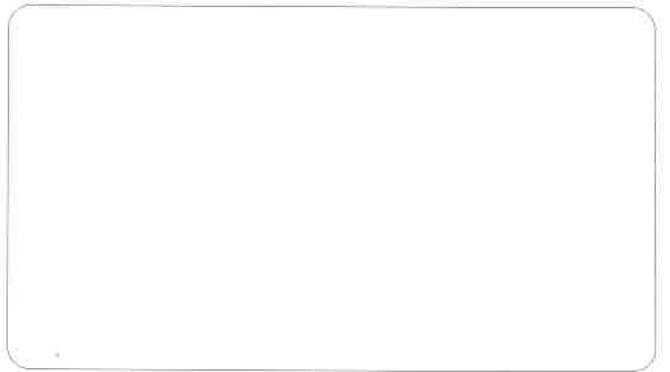


Production enterprises

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.



With Panasonic the possibilities are endless.



• Microsoft, Windows, and Outlook are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries.
• The Bluetooth word mark and logos are owned by the Bluetooth SIG, Inc. and any use of such marks by Panasonic Corporation is under licence.
Other trademarks and trade names are those of their respective owners.