



KX-NCP500/1000 BROCHURE

EVERY
CALL
MATTERS

EVERY
CALL
MATTERS



UNIFIED COMMUNICATIONS ENHANCED YET SIMPLIFIED



The Panasonic Network Communication Platforms (KX-NCP) are advanced business communication solutions designed to enable companies to easily implement Unified Communications. The NCP platforms improves lines of communications - leveraging presence to enhance and streamline business communications with customers as well as work colleagues.

▶ THE FUTURE IS HERE

With full business communications features, built-in advanced applications, and a choice of fixed, mobile and advanced touch screen IP terminals, the Panasonic KX-NCP unified communication platforms provide a unified solution for businesses and meets their single or multi-site communication needs today as well as in the future. Reasons to move to NCP Unified Communications Solution:

- **Always stay in contact**
 - 'Presence' - Allows everyone in your business to always stay in touch.
- **Improve Team Productivity**
 - Do more using applications integrated with your communications solution.
- **Advanced Mobility**
 - Take advantage of common business tools, in the office, working at home, or on the road.
- **Customer Responsiveness**
 - Use integrated applications to speed up and monitor your customer service levels.
- **Optimise Business Processes**
 - Improve Business Processes by leveraging business tools for individuals, teams and Group Supervisor.

▶ OneNet ADVANTAGE

The Panasonic NCP range of platforms is now powered by OneNet, an exciting evolution in the Panasonic Unified Communication portfolio.

OneNet Features include:

- One Common feature set available across the entire family of communication platforms, including NCP X/NCP V, 500 & 1000 as well as TDE100,200 & 600.
- Extensive Feature Transparency Across Multiple Locations and Users.
- Delivers scalable solutions for growth and deployment through enhanced IP capacity.
- Enhanced Applications, such as Intuitive Multi-party Conference & collaboration and CTI enhancements. OneNet now enables telephony features to be transparently deployed across multiple networked sites and users.

OneNet provides organisations with the ability to create virtual teams across multiple networked sites and share resources more efficiently through key enhancements in features such as Call Distribution, Centralised Voicemail, Multi-party conferencing and Mobile integration.



► NCP - KEY BUSINESS BENEFITS

Highly modular and designed to improve your business communications workflow - the new and improved KX-NCP network communication platform enables businesses to effectively reach, serve and retain your customers. Some of the key benefits include:

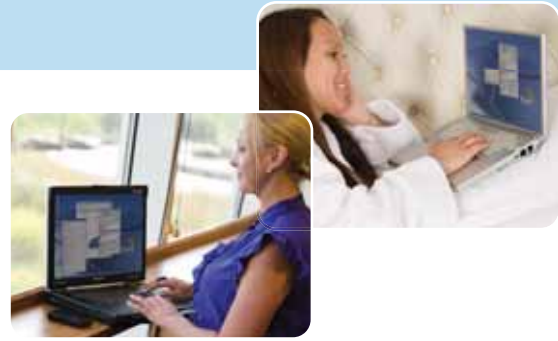
- Improve Business productivity with integrated support for Communication Assistant productivity application suite.
- Enhance worker productivity with advanced IP extensions, as well as standard SIP phones.
- Reduce costs with converged communications for voice and data using integrated SIP telephony services.
- Empower remote workers with IP phones and softphones for Laptops, PDAs and Mobile Phones.
- Quickly set up wireless branch locations using latest DECT over IP technology.
- Integrate common desktop business applications – making employees more efficient.
- Improve customer service with Built-in Voice Messaging and DISA functionality.
- Benefit from unified messaging using optional KX-TVM50 and TVM200 voice processing systems.
- Empower your sales and support staff by using mobile phones as office extensions.
- Improve Return on Investments and Reduce Total Cost of Ownership.
- Streamline and Centralise Management & Upgrades

Using OneNet you can now enhance your business with a platform to enable unified communications across multiple networked sites - designed to handle the dynamic nature of high-speed multi-faceted business communications of today.

KX-NCP platforms - helping you to interconnect all your users and customers - wherever they may be.



STREAMLINE BUSINESS COMMUNICATIONS

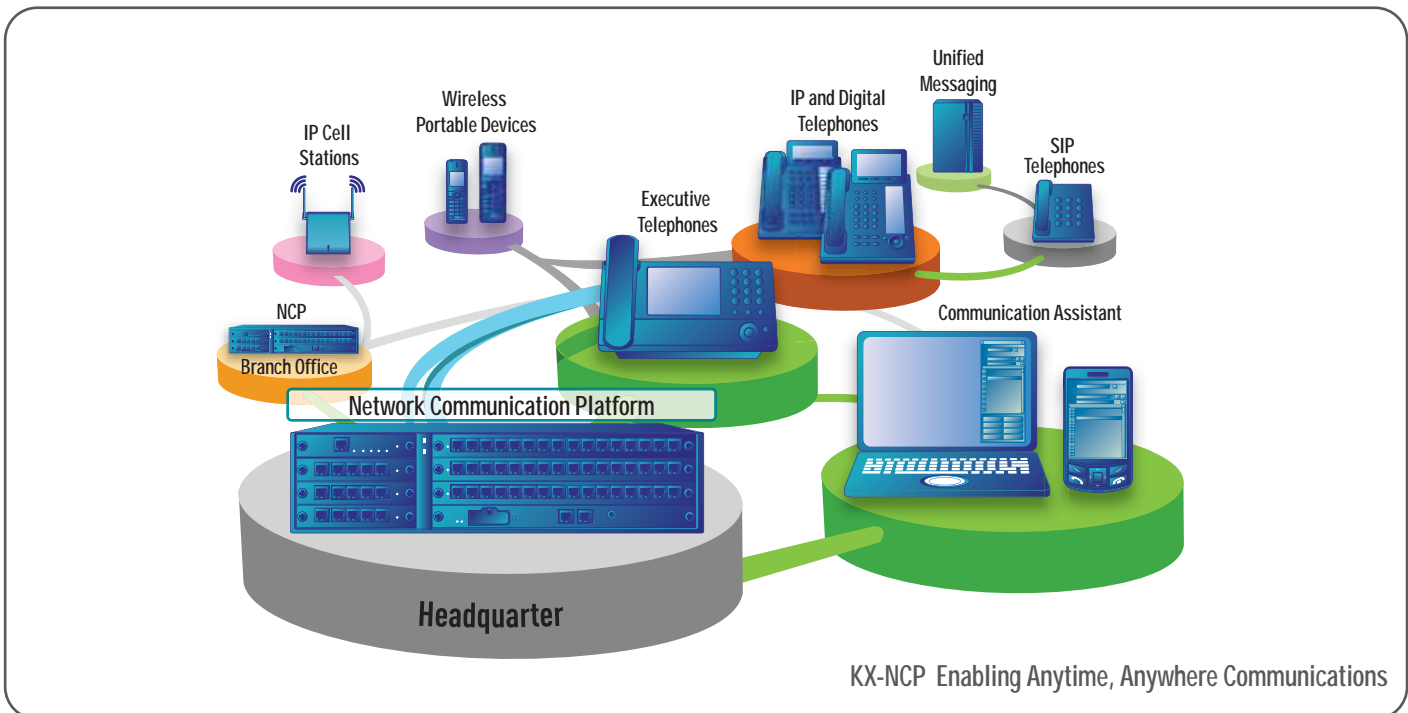


Panasonic NCP Unified communications is more than just a smart wireless phone and a Personal computer its about being connected and having access to the same resources as if you were in the office. Enable your staff to spend more time to grow your business, by being available to communicate wherever they may be.

▶ ANYTIME, ANYWHERE COMMUNICATION

More and more businesses are moving away from just the traditional desktop working environment, as more employees go mobile - working on the move, from home, moving between various offices/branches or travelling anywhere around the globe. In such dynamic work

environments it is essential that businesses can effectively communicate easily - anytime, anywhere. Panasonic KX-NCP platforms, enabled with OneNet, help businesses stay in touch with everyone - wherever they may be, by adding value to business processes and allowing anytime, anywhere access to business communications.



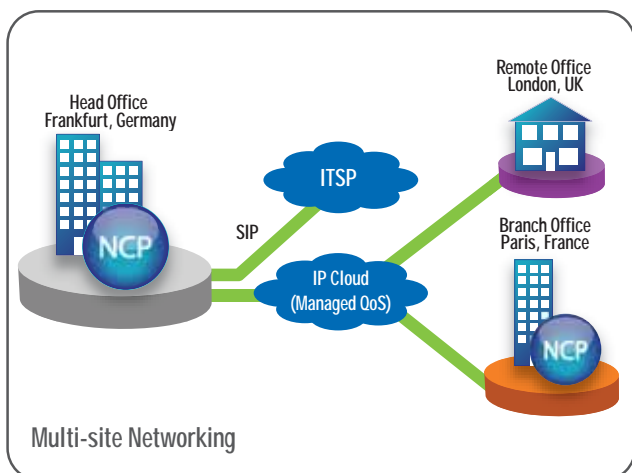


▶ MULTI-SITE NETWORKING FOR FLEXIBLE COMMUNICATIONS

KX-NCP Network Communication Platforms leverage the latest digital networking, Voice over IP (VoIP) and SIP technologies to cost effectively handle intra-office, multi-site and long distance communications over converged voice and data networks.

▶ FEATURE TRANSPARENCY

By taking advantage of OneNet locations now have increased transparency of NCP features and functionality, including extension features, Call Distribution capabilities and enhanced centralised Voicemail.



▶ SIP TRUNKING

Using the built-in SIP trunking interface, businesses now have the ability to connect the NCP Communication Systems to the growing list of SIP based Internet Telephony Service Providers (ITSP) to achieve low-cost VoIP calls over managed broadband IP networks.

▶ REMOTE ADMINISTRATION FROM ANYWHERE

With KX-NCP systems, administrators can remotely manage any deployment scenario – whether a stand-alone system or a networked multi-site system connected over an IP network. Access and administer systems from virtually across the globe for quick adds/moves and changes.

SOLUTIONS FOR ALL INDUSTRIES



The business 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, reliability and service availability. The KX-NCP platform provides applications and solutions that address all these crucial business needs.

▶ MEDICAL AND HEALTH SERVICE

To be able to work effectively and comfortably in a medical environment, it is necessary that the communication platform has high level of reliability and can adapt perfectly to fit the needs of the health industry. With safe wireless mobility, advanced call distribution and flexible CTI - the KX-NCP provides an effective solution and allows easy integration with life saving technologies.

▶ SALES

In today's competitive world, personal contact becomes ever more important to the customer. Customer satisfaction, flexibility and accessibility provide the crucial lead in this sector. With solutions such as CRM integration with desktop applications, everything that you need is already built in to the KX-NCP as standard.

▶ LEGAL

The legal industry of law firms, notaries, attorneys, and 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 NCP addresses all these unique communication needs of the legal industry - yet provides all these solutions in a cost effective way.

▶ 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 NCP Systems are perfectly equipped with all these necessary hospitality features and solutions.

▶ LOGISTICS

Logistics requires smooth and reliable transport of information. This is why logistics companies have particular requirements when it comes to communication systems. With possibility for integration into CRM solutions and mobile accessibility, the KX-NCP systems can become the driving force for your businesses.

▶ CONSTRUCTION

Customers like to only invest in well built products, displaying them attractively and placing them within their work 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.



▶ SIMPLE SET UP

Simple to deploy, administer and maintain – the Panasonic NCP Unified Communications Solution is a highly reliable, extensible and feature-rich business platform that sits comfortably within your converged voice and data network - providing you with improved business productivity.

▶ YOUR INVESTMENT - PROTECTED

The Panasonic KX-NCP systems are designed to be modular, extensible and flexible in both technology and the business application solutions it provides. Convergence ready - the systems can even leverage existing investments in digital extensions and ISDN trunks. Designed with network based communication applications that – when enabled – provide quick return on investment and peace of mind. Future proof design and open standards based architecture means that customers can be assured that their investments are protected now and well into the future.

▶ RELIABLE

The reliability of Panasonic NCP systems are assured by rigorous quality control and testing before these systems leave the factory, guaranteeing you piece of mind. The NCP systems are also designed for quick and easy maintenance to help keep any potential downtime to an absolute minimum.

▶ AFFORDABLE WITH BUSINESS VALUE

The Panasonic KX-NCP systems are extremely cost effective. As an example – SIP trunking can help businesses reduce ISDN or Analogue trunk hardware costs – while implementing converged communications for voice and data and reducing telephony costs. Unified Messaging can improve customer service while enhancing your business hours and making employees more productive. Mobile integration can further help businesses make roaming workers available wherever they may be thanks to "one number" access – improving employee reach-ability and availability.

**GREEN
PRODUCTS!**



eco ideas ECO-FRIENDLY

From manufacturing process to power consumption - the Panasonic KX-NCP systems are designed to be environmentally friendly, helping you reduce your energy consumption. Mobile integration, multi-site networking and collaboration tools can potentially further assist your company to reduce your overall carbon footprint by helping to reduce travel costs.

ENHANCE REAL-TIME COMMUNICATION



With the new KX-NCP Unified Communication systems - businesses can choose from any type of telephone terminals that fits their business needs and budget. Improve business communications with the latest desktop telephony and conferencing solutions from Panasonic.

▶ ENDLESS POSSIBILITIES

The NCP platform supports a whole range of terminal devices - from the high-end Communication Assistant enabled touch screen IP telephone to stylish and intuitive IP telephones with bluetooth headset support, Digital system phones, SIP phones and new and improved colour LCD DECT wireless portable stations

The system also supports tough type wireless DECT handsets for those work environments that call for a ruggedised splash and dust resistant handset.

Businesses that demand multi-site conference calls - can benefit from the high definition sound quality of the KX-NT700 SIP based desktop IP Conference System - improving collaboration, reducing travel costs - and providing that sense of virtual face-to-face meetings.

And with support for a family of legacy devices together with fax - the KX-NCP gives companies an extensive choice of solutions to suit their unique business telephony needs.



KX-NT700 IP CONFERENCE SYSTEM



▶ KX-NT400 EXECUTIVE IP TELEPHONE

Businesses using NCP unified communication platform - can benefit from integrated IP camera support as well as web portal functionality with the advanced high-end touch screen NT400 desktop IP terminal.

This advanced IP telephone combines a colourful touch screen interface with built-in Communication Assistant software for quick and easy access to a variety of collaboration tools that help enhance real-time communications for business telephony users.



NT400 represents true unified communications. The NT400 presents a fusion of advanced telephony and IP technology. Together with built-in unified communication client, NT400 allows companies to integrate web based business applications directly into the terminal device.

ANYTIME ANYWHERE COMMUNICATIONS



KX-NCP Platforms seamlessly integrate with unified communications productivity applications for improved business efficiency - whether you use IP, Digital, DECT wireless Terminals or even Smart Mobile Devices. Empower your staff to handle business communications on any device - anytime, anywhere.

▶ COMMUNICATION ASSISTANT PRODUCTIVITY APPLICATION SUITE

The Panasonic Communication Assistant productivity software suite is a highly intuitive unified communications (UC) solution that blends easy point and click telephony together with presence, availability, Microsoft Outlook® integration, visual voice messaging and a variety of collaboration tools to simplify and enhance real-time communications for business telephony users.

Designed for easy installation and maintenance - Communication Assistant can be deployed without the need of any additional server - making it an ideal solution for small to medium size businesses with limited IT knowledge and staff while enterprise businesses requiring scalability to support large deployments, thinclient support and enhanced features - can choose Communication Assistant (CA) server based deployments.



CA PRODUCTIVITY SUITE FOR ANYTIME, ANYWHERE COMMUNICATIONS

▶ COMMUNICATION ASSISTANT - HIGHLIGHTS

- Easy & User-friendly Operation
- Team Management & Collaboration
- Integrated Presence and Availability
- Effective Visualisation
- Business Application Integration
- IP Camera Integration
- Easy 'Drag and Drop' multi party conferencing (requires OneNet)
- Create and Manage multiple Favorites lists using the 'MyList' feature



CA Pro

REMOTE WORKER USING SOFTPHONE



CA Basic Express

OFFICE WORKER



CA Operator Console

RECEPTIONIST HANDLING CUSTOMER CALLS



CA Supervisor

SUPERVISOR SUPPORTING TEAM MEMBERS



COMMUNICATION ASSISTANT TOGETHER WITH THE KX-NCP PLATFORMS ENABLES BUSINESSES TO IMPLEMENT UNIFIED COMMUNICATIONS - ENHANCING BUSINESS PRODUCTIVITY.

Mode	Targeted Solution	Benefits
Communication Assistant Basic Express	Point and click unified communications, included as standard for all desk based or remote workers.	Helps you visually control office communications from your PC.
Communication Assistant Pro	Point and click unified communications for desk based or remote workers. Provides users with real-time presence information.	Helps you visually control all your communications from your PC. Stay informed of users availability in real-time. Provides Agent functionality for informal call centres.
Communication Assistant Supervisor	Team supervisors to monitor employees' call activities.	Helps you to visually manage all your group members telephony activities.
Communication Assistant Operator Console	A company receptionist can use the Console application to quickly and easily handle multiple calls professionally.	Helps you visually control all your communications from your PC using either mouse clicks or quick keyboard operations.

In addition to the three modes - selectable during installation, application functionality can be further enhanced by selecting various options - as listed in the table below:

Options	License	Benefits
Softphone	Yes	Allows remote workers to use laptops as full office phone extensions.
ICD Group Agent Features	No	Allows informal call centre agents and supervisors to have agent features such as login/logout, wrap-up, etc.
Thin Client Support	Yes	Supports Microsoft Windows and Citrix XenApps Terminal Server environment.

EMPOWER OPERATORS AND REMOTE WORKERS



Panasonic CTI solutions enable businesses to streamline their business communications and improve customer service. Enhance productivity of telephony users by providing computer assistant telephony solutions for all your work force.

▶ COMMUNICATION ASSISTANT - VM ASSISTANT MODULE

Companies using the optional advanced KX-TVM Voice Messaging solution - can allow Communication Assistant users to visually manage their voice mails with Voice Mail Assistant.



VM Assistant module allows Unified Messaging functionality - allowing users to access and retrieve in the order they prefer - any voice messages left for them. Users can listen to the messages - on either their desk phone, or on their PC and even download messages for forwarding to any work colleague via email.

▶ COMMUNICATION ASSISTANT IP SOFTPHONE

The Panasonic Communication Assistant IP Softphone option allows road warriors, sales and support staff, or any other power user to use their computer as an IP Phone for anytime, anywhere access to unified communications.



The user simply needs to connect to the corporate IP network over a secure managed broadband connection to enable the IP Softphone.

▶ COMMUNICATION ASSISTANT OPERATOR CONSOLE

Communication Assistant operator console application is designed for busy office receptionists - offering on top of the standard CA Pro features - console features - optimised to handle multiple telephone calls using

either mouse clicks or quick keyboard operations. The console application allows operators to quickly, efficiently and professionally handle all company communications between customers and colleagues.



▶ INTEGRATING WITH BUSINESS APPLICATIONS

The KX-NCP supports Computer Telephony Integration (CTI) enabling telephony and computers working in sync to provide powerful PC based productivity tools. The system supports IP based CTI integration via the two mature industry standards:

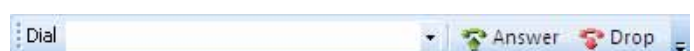
1. Telephony Application Programming Interface (TAPI),
2. Computer Supported Telecommunications Applications (CSTA)

Leveraging TAPI and CSTA interfaces to augment business communication capabilities - businesses can integrate with leading third party application solutions available in the market to provide software productivity applications for businesses that cover all aspects of business requirements.



▶ INTEGRATION WITH MICROSOFT® OUTLOOK®

Communication Assistant seamlessly integrates with Microsoft® Outlook® allowing users to easily dial contact phone numbers and receive incoming call pop-up alerts. Focus on your business communications from within MS Outlook - for those who use Outlook as their primary communication tool.



ADVANCED UNIFIED MESSAGING SOLUTIONS



Voice guidance provides a user friendly interface to simplify and streamline business communications by efficiently routing customer calls to the correct department or agents. Further, messaging facility can be used for graceful offline call handling during busy hours - increasing overall productivity and improving customer service.

▶ KX-TDE SERIES OFFERS THREE TYPES OF MESSAGING SOLUTIONS:

1. Built-In Solution: Built-in 2 channel Enhanced Simple Voice Messaging (ESVM) solution.

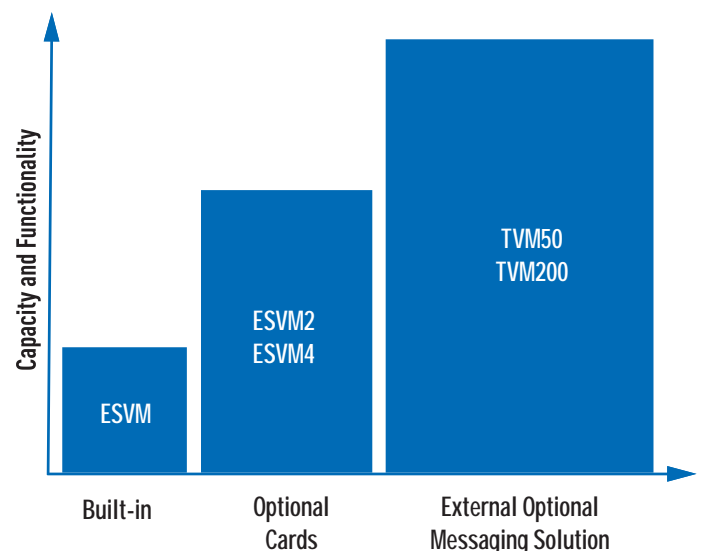
2. Optional Solution: ESVM2 (Option: KX-TDA0192) or ESVM4 (Option: KX-TDA0194) Enhanced SVM cards provide added message recording and outgoing message handling capabilities that help ensure calls from your customers are routed through properly and are always answered or processed gracefully. These optional 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. 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.

SVM + MSG Mode: Allowing customers to have both a simple voice mail as well as DISA functionality. Both Built-in and optional ESVM cards provide the ability to assign uploaded High Quality custom music files as Music-on-Hold announcements.

3. 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.





▶ UNIFIED MESSAGING WITH KX-TVM SYSTEMS

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

- Single or Multi-Site Central Voice Messaging
- Advanced Automated Attendant Service
- E-Messaging (email notification with voice message attachment)
- Interview Service
- Voice Mail Menu on LCD of system phones
- 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.





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EVERYTHING MATTERS