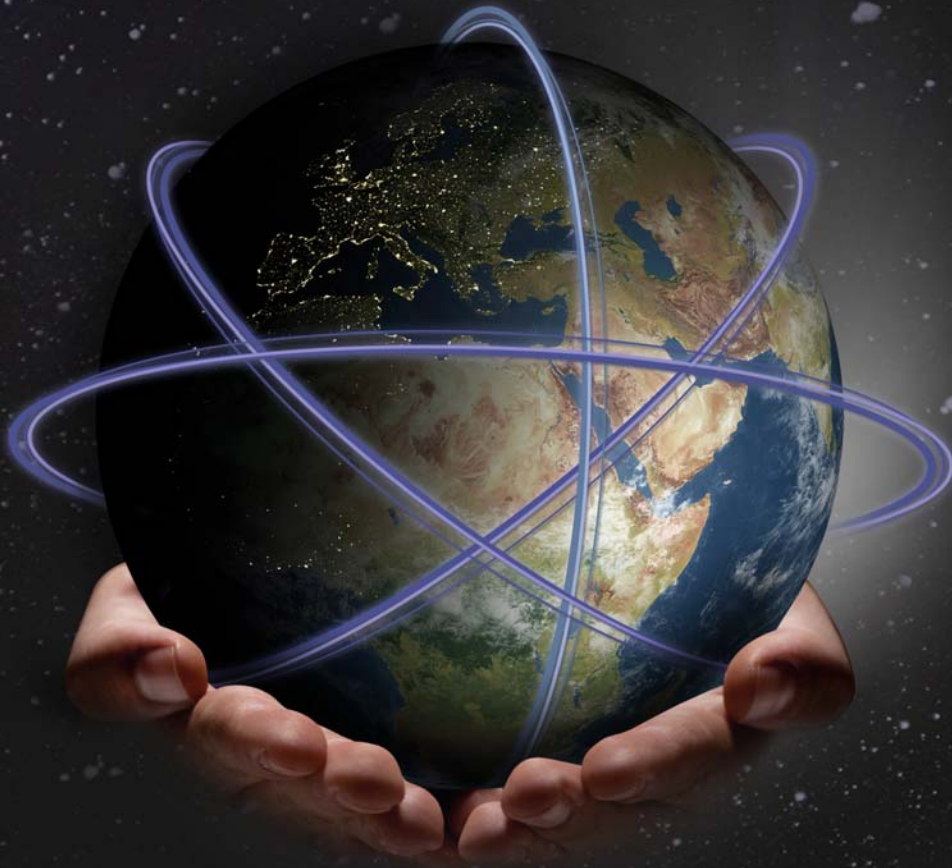


Panasonic

**MORE ACCESSIBILITY
HIGHER QUALITY COMMUNICATION**



**KX-NS500 UNIFIED COMMUNICATIONS PLATFORM
CONNECTING YOUR FUTURE**



THE SYSTEM THAT GROWS WITH YOUR BUSINESS

- Save communication costs
- Save network costs
- Save on your upfront investment
- Save running costs
- Save time and effort by sourcing all communications from one supplier





Is your business looking for high-quality communications technology? Communications technology that can support your day-to-day operations and grow as your business does? And ultra-reliable communications technology that doesn't demand a huge budget or lengthy installation time?

PANASONIC'S NEW KX-NS500 UNIFIED COMMUNICATIONS PLATFORM PROVIDES THE PERFECT SOLUTION.

This smart hybrid PBX is a cost-effective legacy communication system for companies with up to 250 employees, that can be flexibly configured and expanded according to the specific requirements of a business.

The KX-NS500 has advanced features and starts from 6 analogue trunks and 18 extensions, up to 288 extensions with Expansion Units. For added flexibility and productivity, you can also take advantage of its built-in applications, such as a call centre

solution, mobile solution and voice mail system to achieve greater working efficiency throughout your business and increased customer satisfaction.

Finally, should you wish to migrate to an IP communications system, the KX-NS500 is once again the ideal solution. Simply by connecting the KX-NS500, you can either migrate or expand your existing legacy system, quickly and easily.

PROVEN SOLUTIONS FOR A RANGE OF INDUSTRIES



HOSPITALITY

To deliver outstanding customer service in the hospitality sector, your staff need the support of effective and always-available communications technology. The KX-NS500 offers both. Comprehensive system management, PC integration and the flexibility to provide mobile communications throughout your business mean you're able to work more efficiently than ever before and your customers enjoy the most convenient, comfortable experience possible.

HEALTHCARE

In healthcare environments, consistent, clear communications are critical. The KX-NS500 is a solution that allows your staff to access easy-to-use technology and remain in constant contact with other team members and patients or residents, wherever they are. Equally valuable is its ability to integrate with your existing care applications, such as emergency call systems.



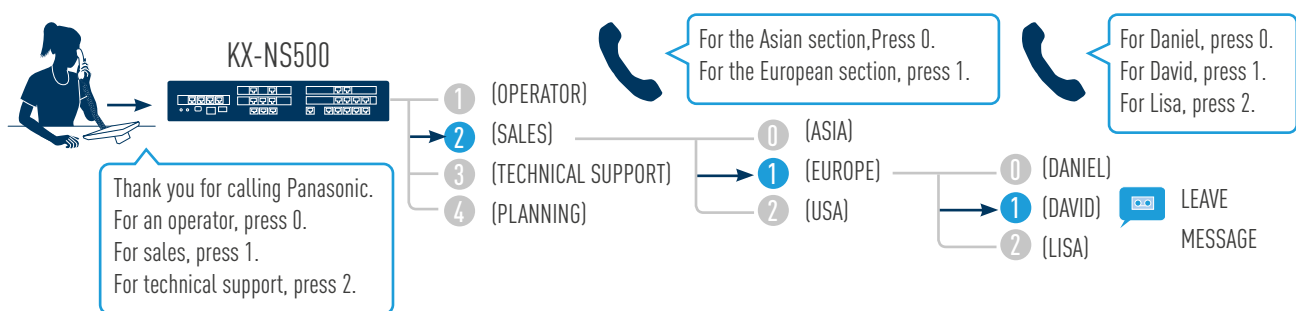
OFFICE ENVIRONMENTS

Perfect for supporting office functions across your business, the KX-NS500 incorporates mobile telephony, desk-based phones and highly configurable voicemail systems to ensure that staff stay connected, wherever they're working. Combined, they improve functionality, reduce costs, simplify administration and enhance customer service.

PROFESSIONAL FEATURES TO SUPPORT YOUR OPERATIONS

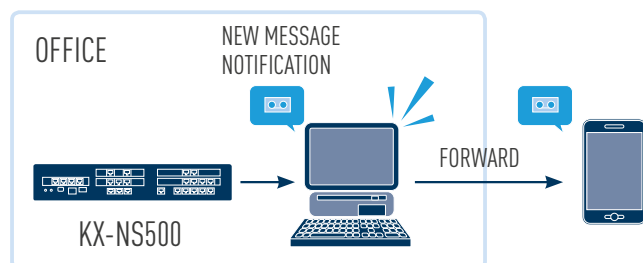
BUILT-IN AUTO ATTENDANT

As a standard feature, the KX-NS500 can connect customers to the appropriate section or operator according to their query in call routing with voice guidance. It can also prompt the customers to leave a voice message when your operator is away. So you never miss a call and the customer always receives the service they expect.



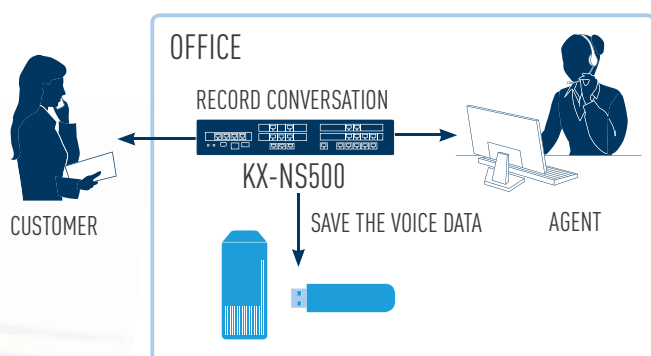
ENHANCED VOICE MAIL

The KX-NS500 can be expanded to a voice mail system that can record a maximum of 24 channels and 400 hours. It also sends an e-mail to notify your users when they have new voice messages. The messages can also be received as attachment files and forwarded. Email notifications can also be sent for missed calls when no message was left, enabling your users to quickly contact the customer.



AUTO RECORDING AND BACKING-UP CONVERSATIONS

To understand issues or identify possible enhancements to your customer service, you need to have access to previous conversations. The KX-NS500 voice mail function can be used to automatically record customer conversations, saving them to USB memory or an external server via the internet.



CALL CENTRE SOLUTION

Even if yours is a small or medium-sized business, using a call centre of similar size can increase the efficiency of your operations. The KX-NS500 includes an advanced call routing function that allows you to connect to a call centre without the need for an external CTI server.

AUTOMATIC VOICE GUIDANCE

By letting callers know where they are in a queue through voice guidance, they can decide whether to wait, leave a message or hang up. This improves their experience of your business and maintains satisfaction at the service they're receiving.

"Four other people are waiting to connect"

"And your estimated wait time is around 10 minutes."

"Thank you for calling Panasonic.
The department you are calling is busy.
Please hold the line. We will answer your call shortly."

Music on Hold is set for 30 seconds
New Announcement;

"One other person is waiting to connect"

"And your estimated wait time is around 2 minutes."

"We are sorry to keep you holding.
If you'd like to connect to the operator, press 0.
Otherwise please hold the line."

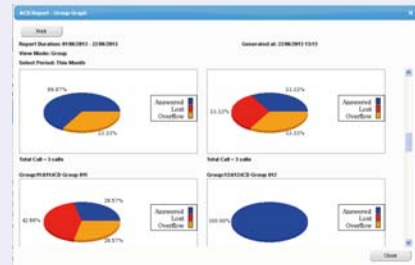


CUSTOMER

MONITORING CALLERS AND CALL HISTORY REPORTS

To ensure better customer management, your supervisors can monitor the status of live callers, agents and other group members. In this way, they can better understand any on-site problems and improve the operations of your call centre.

MONITOR



REPORT



LINKING WITH PANASONIC PARTNERS' APPLICATIONS

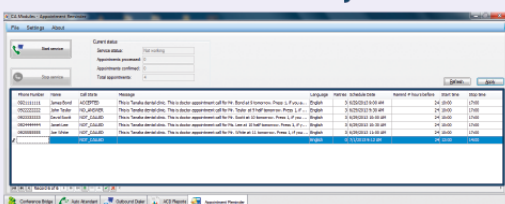
You can link with CA and Panasonic partner's applications to provide various applications.

APPOINTMENT REMINDER SOLUTION

You can use text to speech to confirm appointments with customers. By registering the required information in advance, the system can contact the customer on a specified date. The customer can then follow the voice guidance to check and change schedules, and you can view the result on a PC. This enables you to check the latest schedules for appointments without spending time or money, and improves customer satisfaction because it helps customers remember appointments.

For detailed information on applications, access the following website. <http://panasonic.net/pcc/products/pbx/solutions/>

Automatic Outbound Dial and Notify



Customer

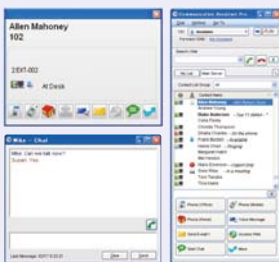
COMMUNICATION ASSISTANT (CA)

This intuitive PC-based application suite offers a toolkit of point-and-click features that can be used with or without a server to improve the way your communications work.

That includes the ability to: make calls by searching from a customisable contact list; see the phone and PC status of remote employees or branches from your desktop; manage and confirm customer appointments; and, choose the most appropriate means of communication with colleagues via a softphone, when you're away from the office.

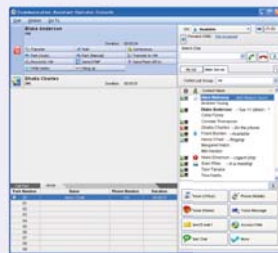
CA BASIC-EXPRESS/CA PRO For personal productivity

You can easily make calls by simply searching for a desired contact from a customisable contact list. You can also see the phone status and PC status of employees in remote rooms or branches from the PC on your desk.



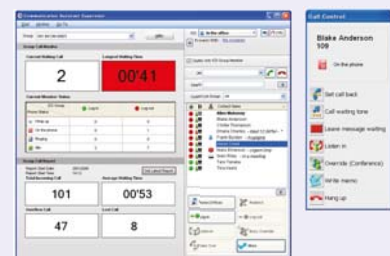
CA OPERATOR CONSOLE For operators or receptionists

You can perform call parking and call transferring with simple drag-and-drop operations in the graphical interface. Multi-site support is also available when using one-look networking.



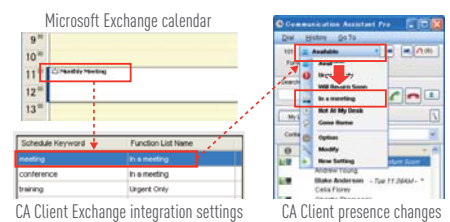
CA SUPERVISOR For teams or executive users

Supervisors can monitor the performance of set extension groups in real-time with simple mouse operations and manage operators by listening in on telephone conversations and taking over calls.



MICROSOFT EXCHANGE SERVER INTEGRATION

If a CA server is installed on your network, you can integrate a Microsoft Exchange calendar with CA Client. When Microsoft Exchange Server is integrated with the CA Client, your presence will automatically change according to the contents of your Exchange calendar.



LINKING CA WITH YOUR PHONES CA Integrate (Follow me)

You can call customers by registering your number and customer numbers in CA. You can then use your mobile phone and home phone as extensions to have conversations with customers. This enables you to communicate with customers both inside and outside of the office without purchasing new phones, as long as you have an environment that supports CA.

SUCCESSING IN A WIRELESS WORLD

If your business employs people who work in the office and at home, the wireless capabilities of the KX-NS500 are ideal for you.

The Multi-Cell DECT System also provides various wireless solutions, by making extension phones wireless and enabling you to keep in touch with people in charge, whenever and wherever they are, as long as they're within the coverage area.

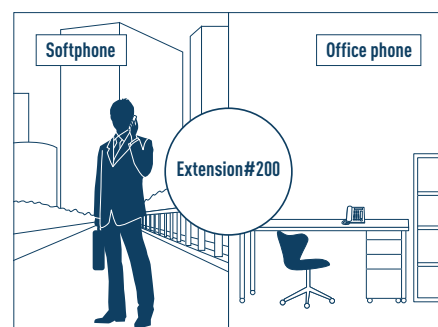
CELLULAR PHONE INTEGRATION

There's no need for you to have multiple contact numbers for people who also use a cellular phone. The KX-NS500 includes features for integrating cellular phones and smartphones with your office communications network, allowing mobile terminals (including smartphones and softphones) to be used just like office extensions – making and receiving calls and using system short-dialling codes from mobile devices.

USING DESKTOP PHONES AND SOFTPHONES WITH THE SAME NUMBER

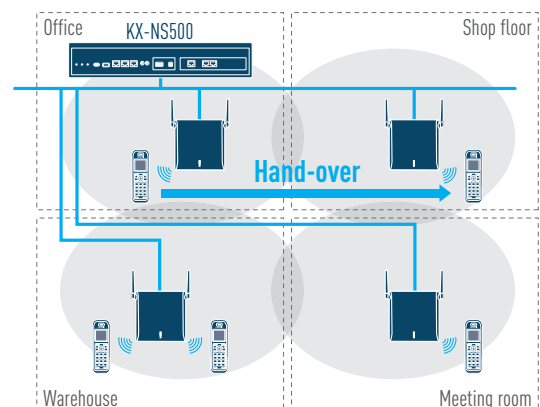
One-numbered extension

You can pair the desktop phone at your office with a softphone on your smartphone, enabling both phones to be called with a single extension number. You can also forward calls to the paired phone at the touch of a button. This enables customers to easily contact you using a single number.



MULTI-CELL DECT SYSTEM

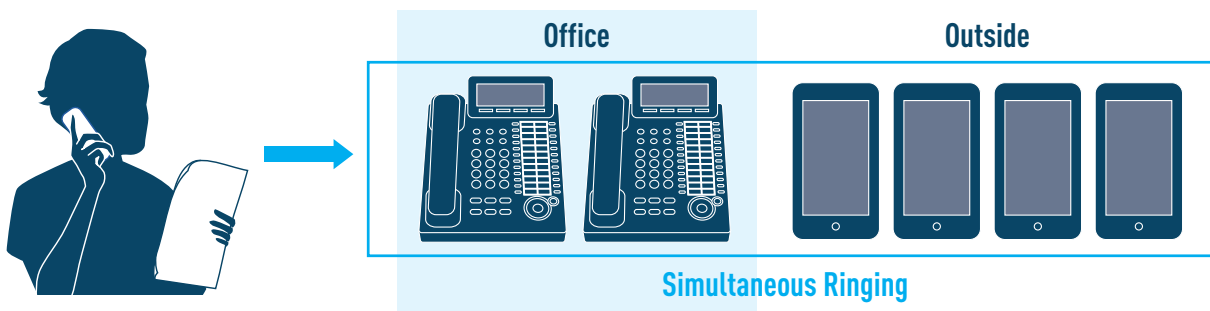
The multi-cell DECT System lets you continue conversations over lightweight, wireless extensions while you are away from your desk or moving around an office, factory, warehouse, or other large facility.



SIMULTANEOUSLY RECEIVING CALLS WITH GROUPED PHONES

Outside destinations in ICD Group

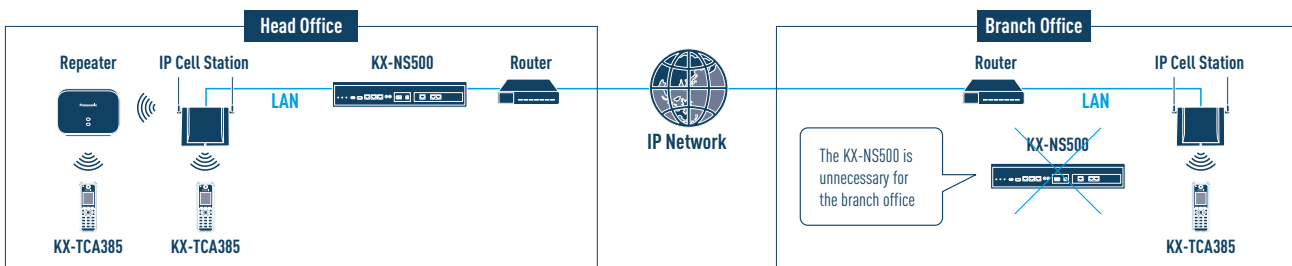
Up to four cellular phones can be assigned as members of an Incoming Call Distribution (ICD) group, and receive calls to the group. Calls to the extension in the office can be received simultaneously on cellular phones. This enables a member of the group to handle calls when the main contact person is away.



EXPANDABLE CALL RANGE

IP cell station

An IP cell station allows you to connect a PBX via LAN. If there is a LAN in your work place, you can communicate with remote locations such as branch offices via an IP cell station, increasing the efficiency of your business. Even if you do not have a LAN, you can use a repeater to expand the range of calls within the same office.



TERMINAL LINE-UP

The KX-NS500 unified communications platform is compatible with a wide selection of Panasonic's latest generation of telephone terminals.

DECT HANDSETS

KX-TCA185

Professional DECT handset for efficient performance

- 1.8" colour LCD
- Noise reduction
- DECT paging
- Vibration



KX-TCA285

Slim and light DECT handset for highly active environments

- 1.8" colour LCD
- Noise reduction
- DECT paging
- Vibration
- Built-in Bluetooth®



KX-TCA385

Tough and durable DECT handset for every environment

- 1.8" colour LCD
- IP65 compliant dust protection and splash resistance
- Noise reduction
- DECT paging
- Vibration
- Built-in Bluetooth®



IP HANDSETS

Stylish, intuitive and comfortable to use, the IP handset range combines best in class phone system design, with innovative features and applications.



DIGITAL PROPRIETARY TELEPHONES

KX-DT546

Premium digital proprietary telephone, with 6 line back-lit display, 24 programmable keys and full duplex speakerphone

- 6-line graphical LCD with backlighting
- 24 freely programmable function keys
- EHS (Electronic Hook Switch)
- Speaker phone, handset and headset with full duplex
- Available in black and white colour



KX-DT543

Executive digital proprietary telephone, with 3 line back-lit display, 24 programmable keys and full duplex speakerphone

- 3-line graphical LCD with backlighting
- 24 freely programmable function keys
- EHS (Electronic Hook Switch)
- Speaker phone, handset and headset with full duplex
- Available in black and white colour



KX-DT521

Standard digital proprietary telephone, with 1 line back-lit display, 8 programmable keys and full duplex speakerphone

- 1-line graphical LCD with backlighting
- 8 freely programmable function keys
- Speaker phone, handset and headset with full duplex
- Available in black and white colour



KX-DT590

Easy expansion for enhanced professional use

- 48 fully flexible DSS buttons
- Pre-programmable one-touch number dialling
- Frequently used features
- Busy station signalling
- Available in black and white



Panasonic

business.panasonic.eu

KX-NS500 UNIFIED COMMUNICATIONS PLATFORM CONNECTING YOUR FUTURE

Trademarks and registered trademarks

- Microsoft®, Windows® and Outlook® are registered trademarks of Microsoft Corporation in the U.S. and 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.

Important

- Safety Precaution: carefully read the operating instructions and installation manual before using these products.

- Some models will be available to limited countries.
- The images shown of products display and lamps are composite images.
- Weights and dimensions are approximate.
- Design and specification subject to change without notice.
- These products may be subject to export control regulations.

DISTRIBUTED BY: