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USA PhoneCenters signs with Panasonic to Sale and Service

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**PANASONIC'S DIGITAL HYBRID IP-PBX Solutions For
The Next Generation of Communications Technology To Be Sold and Serviced by
USA PhoneCenters**

Cherry Hill, NJ (July 2004) — To meet the business communication demands of the future, USA PhoneCenters signs agreement to Sale, Service and Maintain Panasonic's new KX-TDA50, KX-TDA100 and KX-TDA200 Digital Hybrid IP-PBX phone systems, which combine IP (Internet Protocol) and Multi-Cell Wireless communication technologies into a sophisticated Private Branch Exchange (PBX). The smaller KX-TDA50 is designed for both for Business and Home use.

The KX-TDA Digital Hybrid IP-PBX system comes in three sizes allowing users to design a system that best fits their needs and budget. The KX-TDA50 is design for small office / home use and allows for up to 8 Lines and 28 Digital phones, with the ability to add up to 24 Multi-Line Cordless Phones. The KX-TDA100 has 96 ports that can be configured with a maximum capacity of 64 CO's and 64 telephones, while the KX-TDA200 has 192 ports that can be configured with 128 CO's and 128 telephones.

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The KX-TDA Digital Hybrid IP -PBX systems feature plug-in card slot architecture for easy upgrades or in the event for servicing the system. In addition, most of the KX-TDA's family of plug-in expansion and feature cards are versatile—when a business or home outgrows a KX-TDA system, most of the cards can be used in the installation of a larger system.

One of the strengths of the new KX-TDA Digital Hybrid IP -PBX systems are that they support virtually all of Panasonic's current line of proprietary telephones—the KX-T7400, 7700, 7300, 7200 and 7000 series. This literally provides *hundreds of thousands* of existing Panasonic telephone system owners an inexpensive upgrade path to the newer technology a KX-TDA Digital Hybrid IP -PBX offers. However, to take full advantage of the many new features of the KX-TDA system, a completely new line of KX-T7600 series of digital proprietary telephones are also being introduced.

There are four telephone models and a DSS console to choose from, all of which are available in two colors: Office White and Charcoal Black. The new models include:

- KX-T7636: Digital 24-Line Duplex Speakerphone with 6-Line Back lit LCD Display
- KX-T7633: Digital 24-Line Duplex Speakerphone with 3-Line Back lit LCD Display
- KX-T7630: Digital 24-Line Duplex Speakerphone with 3-Line LCD Display
- KX-T7620: Digital 24-Line Duplex Speakerphone
- KX-T7640: 60 Button DSS Console

The futuristic, but practical, design of the 7600 series offers easy access to the system's features through a new navigation key similar to those found on cellular telephones. All models have a built-in 3 position adjustable tilt mechanism in the base, which allows the user to adjust the angle of the telephone with a touch of their finger. The 7600 series is also equipped with a standard 2.5mm headset jack and 24 programmable CO keys with multi-color LED's. To expand the functionality of the KX-T7633 and the KX-T7636, the user can attach a KX-T7603 12-key flexible add-on module for a total of 36 programmable keys.

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The KX-TDA Digital Hybrid IP-PBX systems have an “in-skin” IP-enabled option allowing the user to make Voice Over IP (VOIP) phone calls over WAN and LAN networks instead of standard telephone lines—making long-distance fees a thing of the past.

For more conventional voice quality communications, these systems have many options to connect to the PSTN, including standard analogue Loop Start CO lines, as well as connecting to T1 and ISDN Primary Rate Interface (PRI) digital trunk services. Embedded within ISDN is QSIG, one of most flexible platforms available for networking multiple systems and locations to provide seamless connection.

The KX-TDA Digital Hybrid IP-PBX systems offer a Panasonic first. In addition to being a traditional wired PBX system, *all* KX-TDA systems have the option of adding an extremely robust Multi-Cell wireless system expansion providing seamless wireless telephone communications coverage within large areas. This is accomplished by installing cell stations (transmitters) connected to the KX-TDA Digital Hybrid IP-PBX system and strategically locating them throughout the building. As the wireless user moves throughout the coverage area, the signal is handed off from one cell station to another without any call interruption. One cell station will support multiple calls simultaneously, allowing multiple wireless users to be connected. UP to 8 Cell Stations and 24 wireless phones on the TDA-50, up to 16 cell stations and 64 wireless phones can be added and registered on a KX-TDA100 system and up to 32 cell stations and 128 wireless phones can be added on the KX-TDA200.

These systems have a wide variety of features to choose from, allowing the user to design the system according to their specific needs. System programming is initially set up by the installer using a PC however features can be added or restricted on a per telephone basis by user programming from the phone. Some of the features that are supported in the new KX-TDA are:

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- Caller ID with Call Waiting and Logging – This feature allows the user to view the caller's name and phone number on Panasonic's digital display phones, giving them the option of answering the call or simply letting it go to their voicemail. Each extension allows the user to log up to 30 answered calls—unanswered calls are automatically stored. In the event that a second call comes in on a line while a call is in progress, the second caller's name and number will be shown on the display of any one of the Panasonic display telephones.
- Universal Call Distribution UCD – UCD automatically distributes calls uniformly to a group of telephones. The system remembers the telephone that received the first call and sends the second call to the next telephone in the order that they are programmed. Used in business applications where calls need to be distributed amongst group of agent in a call center.
- Direct In-System Access (DISA)/Fax Detection – This allows users to access the system and use features including Intercom Calling, Modem Use, External Paging, and Single-Digit Access to any extension. DISA—dial into the system—also has a built-in auto attendant that can direct outside CO calls to specific destinations within the system. When out of the office, the user can make a phone or fax call as if they were sitting at their desk. These outside calls are handled as if they were made from an inside extension, which eliminates time needed to expense on-the-road calls, making billing simpler. In addition, the module can also detect an incoming fax tone and automatically transfer the call to a designated extension. No separate dedicated fax line is required: saving more money for the user in the process.
- Doorphone and Door Opener Card – For true convenience—and safety—the KX-TDA100 system supports up to 8 doorphones and 8 door (gate) closures while the KX-TDA200 supports 16 of each. A distinctive ring alerts all telephone users that a visitor has arrived at any of the entrances. Anyone can then speak to the guest and remotely “buzz” them in or drive through a gate opened from any extensions' telephone keypad.

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- Call Forwarding- This feature allows the user to have internal calls sent to an off-premise location or cell phone. The four types of call forwarding—all calls, busy, no answer, and busy/no answer—can be easily activated right from the extension being used.

Both of these new systems have a built-in digital software link designed to integrate them perfectly with Panasonic's line of KX-TVS Voice Processing systems. This digital integration enables the user to take full advantage of the many innovative Panasonic features found on our Voice Processing models including Live Call Screening for monitoring and intercepting incoming calls going to Voice Mail without the caller's knowledge, Two-Way Record for recording conversations at the touch of a button, Enhanced Caller ID call handling features and Direct Mailbox Access for retrieving new messages without specific login codes. Panasonic's KX-TVS voice processing systems all include an auto attendant, interview service and full voicemail and mailbox functions

In addition, the KX-TDA Digital Hybrid IP-PBX Systems use the latest Secure Digital (SD) card technology to not only store the operating system but also all the essential back-up (programming) data of the system.

Incorporating the Secure Digital (SD) card, Panasonic has created a more reliable telephone system. This removable card permanently stores the system's software and installation & programming database —making it easy to upgrade to future system versions or features or to just reload lost system programming information when necessary.

The KX-TDA Digital Hybrid IP-PBX systems is sold, installed and serviced by Panasonic trained KX-TDA Certified Dealers only. For information on having a Panasonic system installed for your business or home, contact USA PhoneCenters at (856) 761-1000 or toll-free (800) USA-Phone.