



KX-NCP500 and KX-NCP1000
Unified Communication Solutions

Network Communication Platform

Advanced communications solutions designed to enable your business Unified Communications. Enhance and streamline office communications with presence enriched productivity applications.

Allow anytime anywhere access to a whole host of business communication applications via a range of smart and user-friendly wired and wireless devices.

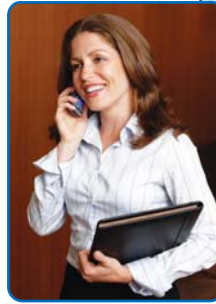


EVERY

MATTERS

CALL

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

Feature Rich Platform to Enhance Your Business

The NCP platform empowers you to enhance your business with solutions designed to meet your ever changing needs - with onsite or branch wireless mobility, advanced business productivity applications, Unified Messaging, Multi-site network based solutions and a common infrastructure that supports companies with distributed and geographically diverse office locations and helps connect all your users with customers - wherever they may be.

Convergence ready – the NCP platforms provide innovative IP telephony features and functionalities over both local office and broadband managed IP networks.





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

UNIFIED COMMUNICATION PLATFORMS

- 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

Enhance your business with a platform to enable unified communications - 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.



KX-NCP - Unified Communication Platforms

STREAMLINE BUSINESS COMMUNICATIONS



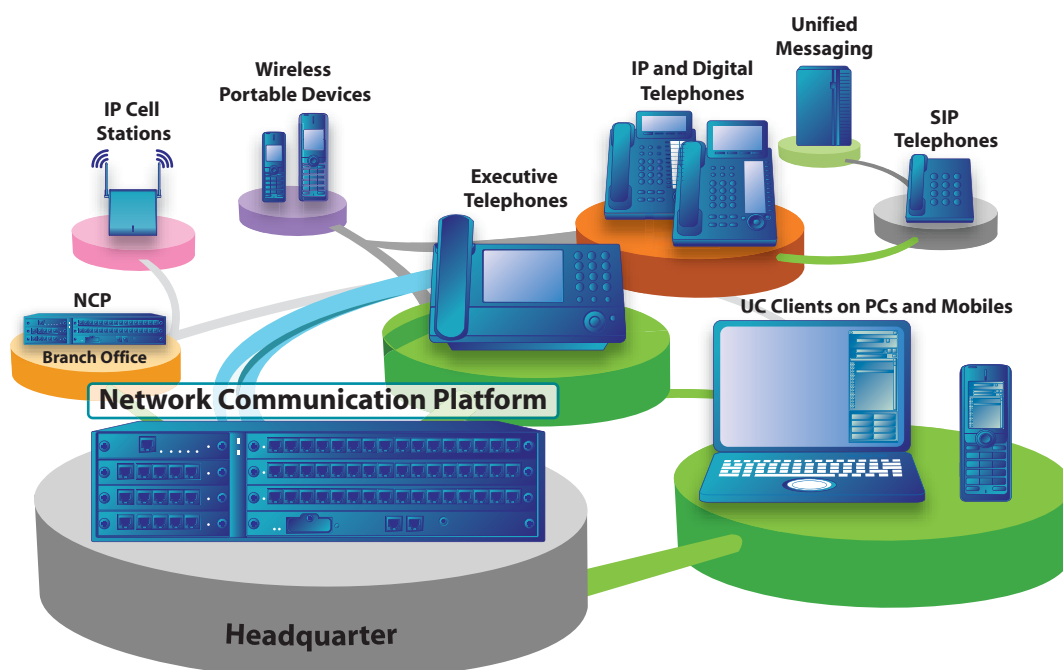
Panasonic NCP Unified communications is more than just a smart wireless phone and a Personal computer its about being connected and having access to the same resources as if you were in the office.

Enable your staff to spend more time to grow your business, by being available to communicate wherever they may be.

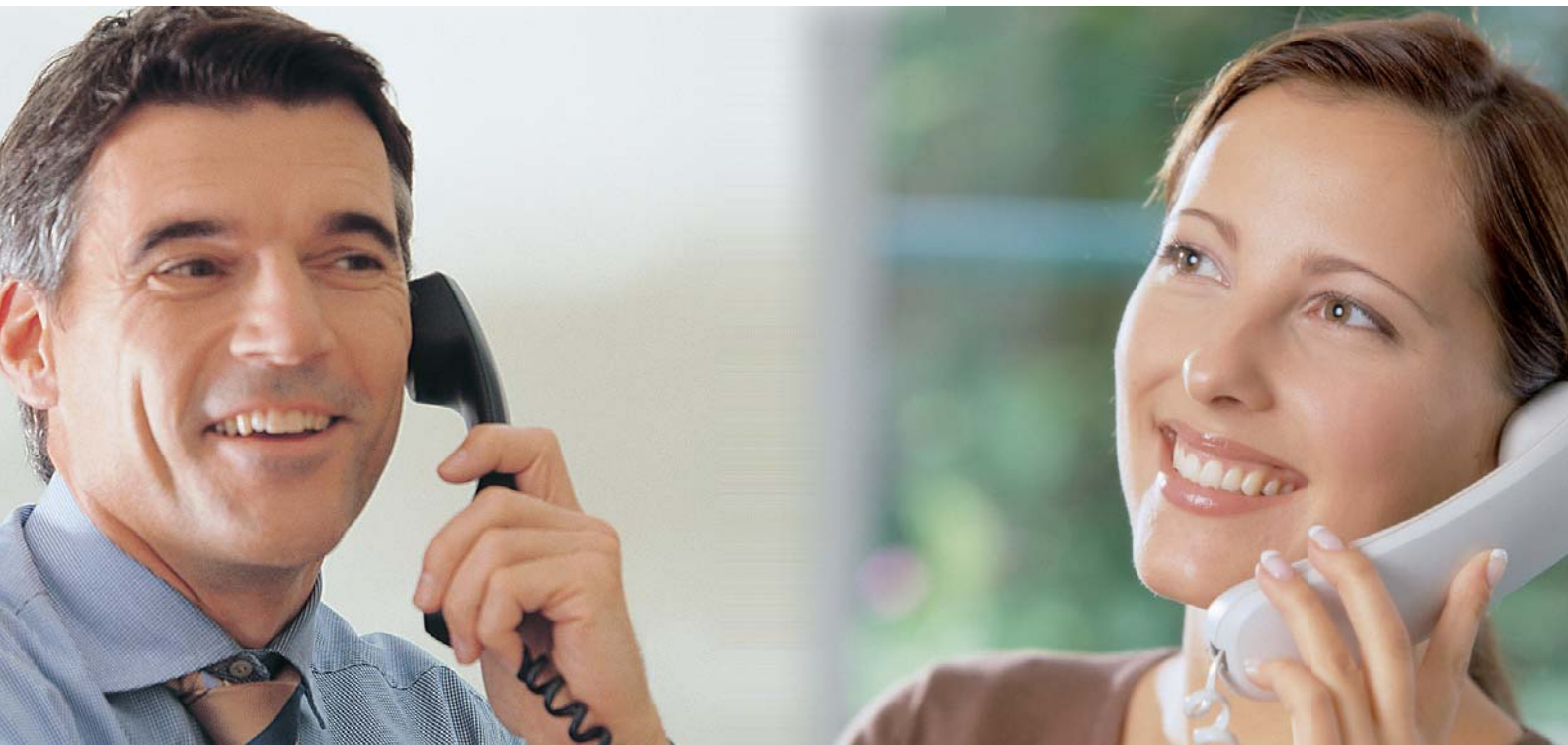
Anytime, Anywhere Communication

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 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.



KX-NCP Enabling Anytime, Anywhere Communications



Multisite 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.

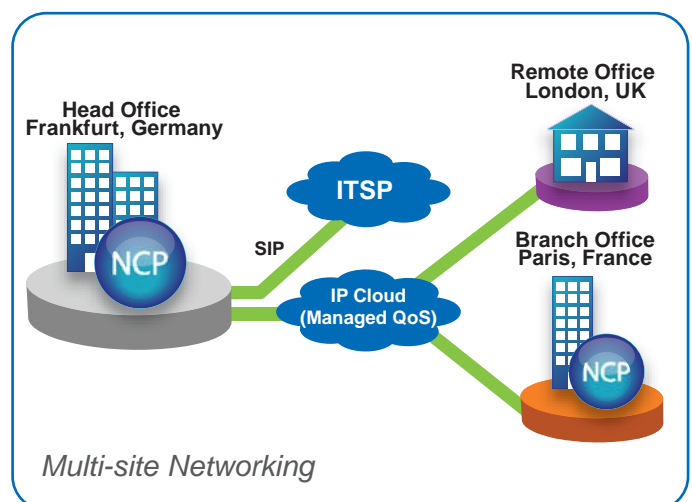
SIP Trunking

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.

**ANYTIME
ANYWHERE
COMMUNICATION**

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.

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.

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.

Administration

Public administrators 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. KX-NCP offers such establishments of unified communications solutions that can help maintain and keep their costs in check.

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.

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.

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.

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.

Production enterprises

High flexibility, economy and reliability as well as adjustment to individual needs are important criteria, which communication platforms must fulfil. The Panasonic NCP outshines here as it was developed with manufacturing plants and production departments in mind. Experience a new dimension of efficient communications with KX-NCP's future ready solutions.



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.

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.

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.

**QUALITY
RELIABILITY
TELEPHONY**

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.

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.



WIDE CHOICE OF STYLISH TERMINALS



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-NT400 IP Network 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.

**ENHANCE
REAL-TIME
COMMUNICATION**



ANYTIME ANYWHERE COMMUNICATION



Panasonic Network Communication Platform seamlessly integrates with advanced productivity applications for improved business efficiency - whether you want to use IP Terminals, Desktop PCs, Laptops, or 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 PC based application 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, 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 CTI server - making it an ideal solution for small to medium size businesses with limited IT knowledge and staff while multi-site or enterprise businesses requiring scalability to support large deployments - can choose CTI server based deployments.

Mode	Targeted Solution	Benefits
Communication Assistant Basic	Point and click unified communications for 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.
Communication Assistant Supervisor	Team supervisors to monitor employees' call activities.	Helps you to visually manage all your group members telephony activities.

In addition to the four 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.



Remote Worker using Softphone



Office workers



Receptionist



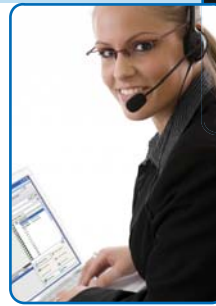
Supervisor supporting team members



Communication Assistant together with KX-NCP platform enables businesses to implement Unified Communications - enhancing business productivity.

IMPROVE BUSINESS PRODUCTIVITY

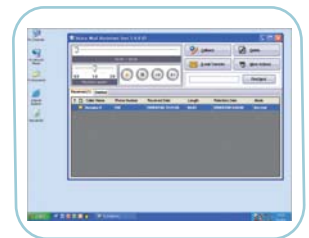
EMPOWER OPERATORS & REMOTE WORKERS



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

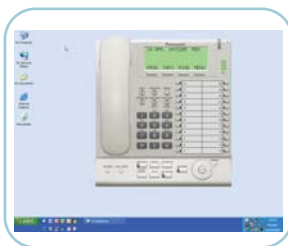
Companies using the optional advanced KX-TVM Voice Messaging solution - can allow Communication Assistant users to visually manage their voice mails with Voice Mail Assistant.



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 to their PC 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.





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:

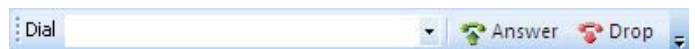
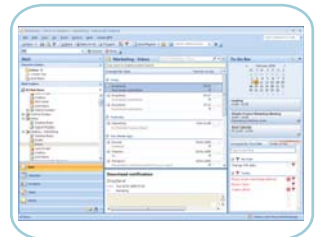
1. Telephony Application Programming Interface (TAPI),
2. Computer Supported Telecommunications Applications (CSTA)

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.

IMPROVE OFFICE PRODUCTIVITY

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.



IMPROVE CUSTOMER SERVICE WITH MESSAGING



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.

The KX-NCP systems offer 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 Messaging cards provide added message recording and outgoing message handling capabilities that help ensure calls from your customers are through properly and are always answered or processed gracefully. These optional cards can be configured to run in three modes for complete flexibility:

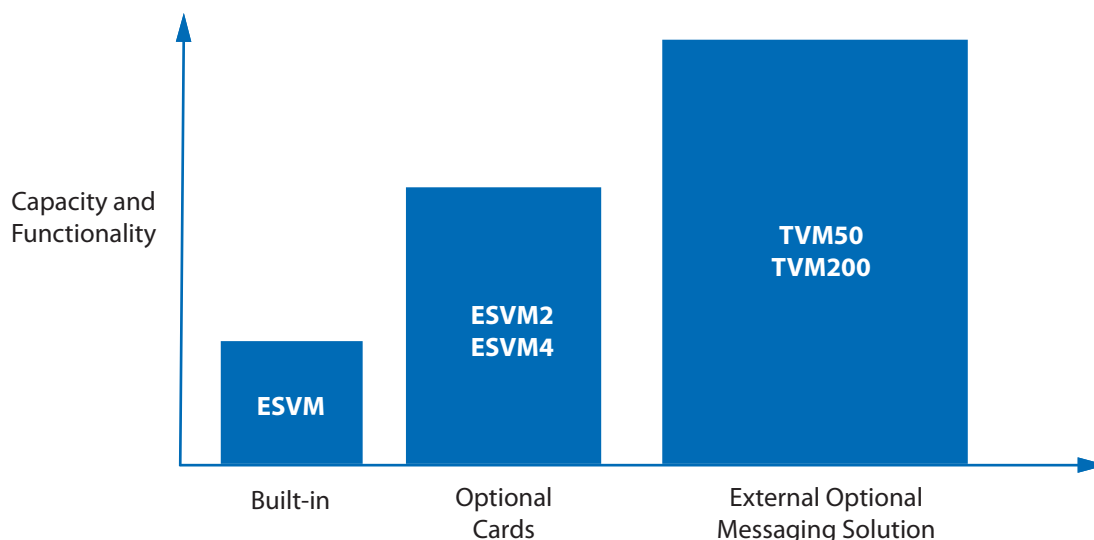
a) SVM Mode: For Voice Mail only features.

b) 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 office extensions.

c) 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.

Both Built-in and optional ESVM cards support High Quality Music-on-Hold with ability to upload music files from PC.

3. External Solution: Companies requiring further enhanced voice messaging based business applications can upgrade to the external KX-TVM50 or KX-TVM200 messaging solutions providing enhanced business class message applications.





Unified Messaging with KX-TVM systems

The KX-TVM50/200 offer a host of advanced voice messaging 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 - together with KX-NCP platform, Panasonic delivers new levels of unified messaging solutions that can help any business achieve higher productivity.

**ADVANCED
UNIFIED MESSAGING
SOLUTION**





Panasonic
ideas for life

