KX-TDA30
HYBRID IP-PBX SYSTEM

the voice of business

Panasonic
ideas for life
Panasonic Corporation is a worldwide leader in the development and manufacture of products for a wide range of consumer, business and industrial needs.

Panasonic Corporation was founded in 1918. Today it is one of the largest electronic product manufacturers in the world, comprised of over 556 companies with annual sales of approximately AUD$97 Billion* and more than 290,000 employees.

Panasonic has been manufacturing telephone systems since 1986 with the launch of the world’s first two hybrid port systems (KX-T308 and KX-T616). The cost savings and superior flexibility of these hybrids quickly made them the world’s best-selling systems.

In Australia, we have built the business to be one of the flagship product areas within Panasonic Business Systems. Panasonic Australia has a strong national network of over 80 dealers, covering all States and Territories, both in metropolitan and regional areas. Panasonic maintains an on-going programme of training and accreditation to ensure the highest standard of product experience and technical aptitude is maintained within our dealer network.

Panasonic has continued to demonstrate its commitment to providing future-ready products, developing new hardware and software as network services and customer needs evolve. This is clearly seen in the Panasonic KX-TDA Hybrid IP-PBX systems which have been designed to provide advanced features and support for Voice Over Internet Protocol (VoIP), first and third-party computer telephony and networking while maintaining their renowned ease of operation.

Panasonic KX-TDA Hybrid IP-PBX features also include backward compatibility, universal slots, CTI application interoperability via standard published interfaces, and remote maintenance and software upgrade capabilities.

* Year ending 31st March 2009 and exchange rate of AUD/YEN 80.0

Panasonic has continued to demonstrate its commitment to providing future-ready products, developing new hardware and software as network services and customer needs evolve.
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.

The Panasonic KX-TDA Hybrid IP-PBX systems combine the advantages of traditional telecommunications with the convergence of IP technology offering maximum feature and functional flexibility to handle all your business communication needs – Today and in the Future.

Panasonic KX-TDA Hybrid IP-PBX
the voice of business

Reliability
Panasonic business telephone systems are manufactured to the highest possible standards at a factory that has earned ISO 9001 certification for design, development and manufacture of telecommunications equipment. This is further supported by the provision of a factory warranty.

Ease of Maintenance
In addition to renowned reliability, the Panasonic KX-TDA Hybrid IP-PBX system is also designed for quick, easy maintenance to keep system downtime to an absolute minimum.

The Panasonic KX-TDA Hybrid IP-PBX is truly a business telephone system for today and tomorrow.

The system is a communications tool that can grow with your business. Due to the modular architecture, the system can be cost effectively expanded and upgraded to offer more services as your needs evolve. You can also upgrade your system to support new technologies such as VoIP while continuing to use your existing analogue or digital handsets.

Scalability to Match Your Business Growth
Your new telephone system can grow with you with handsets and accessories that are common across the system range.
**System Overview**

The Panasonic KX-TDA Hybrid IP-PBX combines PBX features and reliability with IP technology to create a host of advanced functions.

Features such as Voicemail, Intelligent Call Handling for Call Centre application, Wireless DECT mobility, Computer Telephony Integration (CTI), Networking and Hospitality features are supported as well as optional VoIP gateway and PC Phone application.

**Keeping Telephone Costs Down**

Any business could benefit from a low cost, easy to use and reliable inter-office networking system. Using a VoIP gateway, the system converts telephone voice signals into IP packets, making it possible for you to use VoIP technology even with existing telephone units. The Panasonic KX-TDA Hybrid IP-PBX also supports the QSIG* protocol, making it effective for building a company-wide voice network.

Automatic Route Selection (ARS) saves money by choosing the most inexpensive calling route. Also, in addition to cutting costs, VoIP technology and networking give you easier access within networks.

*QSIG is an industry standard digital networking protocol.
PHONE ASSISTANT

Higher Productivity, Greater Customer Satisfaction via Desktop PC Integration

Panasonic Phone Assistant is a suite of desktop productivity applications that integrates with the KX-TDA Hybrid IP-PBX to provide a variety of collaboration tools to simplify and enhance real time communications for business telephone users.

Highly intuitive Phone Assistant Graphical User Interface (GUI) allows users to simply use a mouse to more effectively utilise the telephony features and manage calls with a simple point-and-click.

Panasonic Phone Assistant application empowers you with business tools to provide superior customer service.

There are 3 variations of Panasonic Phone Assistant that are targeted at different users. Phone Assistant users are able to do more in less time, increasing productivity.

Incoming Call Popup
Phone Assistant unobtrusively informs you of incoming calls via a small pop-up window.

Click To Dial Contacts
To call someone, click the Contacts tab to visually check to see if they are available and simply click to dial.

Click Access to Phone Directory
KX-TDA Hybrid IP-PBX contact directory integration allows users to create business or private contacts that show the presence and availability of all co-workers or can simply dial external business contacts by double clicking.

Presence and Availability
The “Presence and Availability” function is fully incorporated into the application allowing you to see other contacts’ phone status (e.g. Idle, Busy, Ringing, etc.). This feature helps to determine who is available to handle calls before you decide to call or transfer a call to them, greatly reducing the number of missed calls and lost communications.

Instant Messaging
Instant messaging allows text messages to be sent to another Phone Assistant user’s computer screen.

Never Miss an Important Call
The software informs you of the number of calls and chat invitations while away from your desk, enabling you to return their call even if they did not leave a message.

Record Conversation with Ease
PA Users can easily record conversations to Voice Mail at the press of a button. Conversation recordings can be listened to by accessing voicemail.

KX-TVM50/200 required.

IP Softphone Option
An optional Softphone plug-in module allows remote users, call centres and other roaming employees to connect and access the corporate telephony applications over an IP network even in a remote location.

IP Camera Integration
Panasonic IP Cameras can also be integrated, allowing users to answer a doorphone and open the door after viewing the IP camera video feed on screen.

PHONE ASSISTANT STATUS

Phone Assistant Status application allows supervisors and team leaders an easy way to keep an eye on all their team members’ telephony communication activities. Each supervisor can manage up to 128 extensions – monitoring phone status, call details, presence and availability – perfect for managing a team or an entire organisation.

PHONE ASSISTANT MANAGER

Phone Assistant Manager is an intuitive web browser-based application designed to make it easy for IT Administrators to administer Phone Assistant users and make typical Adds/Moves and configuration changes to their KX-TDA Hybrid IP-PBX right from their networked PC.
Panasonic KX-DT300AL Series advanced desktop phones are designed for business users who require a range of feature-rich telephony devices to match their constantly changing business needs. They provide a wide range of features to support the right solution for all your business applications including contact centre agents, hotel rooms and advanced desktop applications with support for Bluetooth headsets.

**Optional Bluetooth Module**

**Programmable Keys**

**Back-lit LCD Display**

**Easy To Navigate**

**Multi-tilt Angle Adjustment**

**Advanced Digital Proprietary Terminals**

These telephones offer superb voice quality thanks to handsfree speakerphone and integrated headset port.

The sleek, ultra-modern design, available in both black and white colour options, works well with any office decor.

Ergonomically designed with features and functions to enhance users daily productivity, they are ideal for many applications including contact centre agents, hotel rooms, to advanced desktop applications supporting a range of wired and Bluetooth headsets.

**Simple Integration**

This advanced range integrates with Panasonic KX-TDA and KX-TDE as well as integration with the advanced KX-NCP Network Communication Platforms - allowing quick access to the entire spectrum of phone system features and applications.

**Main Features**

Hands-free Communication with a Bluetooth Headset

- High-visibility white backlight
- Double-Tilt Design
- Large Alphanumeric Displays
- Easy Navigation Key
- Programmable Keys
DIGITAL OR IP TELEPHONE TERMINALS

KX-DT346AL
- 6-Line Backlit LCD Display
- 24 Programmable CO Keys
- Digital Speakerphone
- Bluetooth® Module (Option : KX-NT307X)
- Add-On 12-Key Module (Option : KX-NT303X)
- 60-DSS Console (Option : KX-NT390AL)
- USB Module (Option : KX-DT301X)

KX-DT333AL
- 3-Line LCD Display
- 24 Programmable CO Keys
- Digital Speakerphone
- 60-DSS Console (Option : KX-DT390AL)

KX-T7667AL
- 1-Line LCD Display
- 12 Programmable CO Keys
- Digital Speakerphone
- 60-DSS Console (Option : KX-DT390AL)

KX-DT390AL
- 60 DSS Console

KX-NT303X
- Add-On 12-Key Module (Option : KX-DT346AL only)

KX-NT300X
- Panasonic KX-NT300X Series IP Telephone Terminals Support (Except KX-NT366X)

* Optional: KX-DT346AL only
*2 Optional: KX-DT346AL only

Image: Model KX-DT346AL. Other models may vary.
Enjoy superb mobility no matter where you work, whether it is in an office, factory, warehouse, supermarket or other large facility. Panasonic Wireless DECT connectivity and Mobile Phone integration are here to help. The Panasonic KX-TDA Hybrid IP-PBX system lets you simply continue your current conversation over a lightweight, business-smart wireless telephone while you are away from your desk or moving around the office or across sites that are connected to a network of KX-TDA Hybrid IP-PBXs. Because the system is digital, the speech comes through loud and clear.

The Multi-Cell DECT System is an integrated wireless system that is specifically designed for use with a Panasonic KX-TDA Hybrid IP-PBX.

**DECT Mobility**

The system allows wireless communication over an extended range by using multiple cell stations that boost the flexibility and mobility of your wireless handset. Using the Wireless XDP, you can set your wireless telephone to have the same extensions 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. This system provides automatic hand-over between cells, giving you true communication mobility even in large premises.

The KX-TCA275AL DECT handset combines a colour LCD screen, small size and light weight with a host of powerful features. The KX-TCA175AL is a good choice for users who want good basic performance at a lower cost. And for users who require a ruggedised handset, the new Panasonic KX-TCA355AL meets strict dust and splash resistant IP54 standards.

* The KX-TCA175AL, KX-TCA355AL and KX-TCA275AL must be connected to a Panasonic KX-TDA Hybrid IP-PBX System.
WORKFORCE MOBILITY AND FLEXIBILITY

KX-TCA175AL, KX-TCA275AL and KX-TCA355AL

FEATURES
- Colour LCD Screen*
- Illuminated Keypad
- Multiple Language Display
- Speakerphone
- Programmable Soft Keys
- PBX Functionality Support
- 200 Entry Phonebook
- Headset Compatible
- 9 Polyphonic Ringer Melodies and 6 Ringing Patterns
- Vibrate Alert*
- Meeting Mode*

* KX-TCA175AL and KX-TCA275AL only.
+KX-TCA275AL and KX-TCA355AL only.

PANASONIC MULTI-CELL DECT SYSTEM FEATURES

Easy Access to PBX Features
Flexible Programmable Keys let you register PBX features and handset functions for quick, convenient access. A graphical PBX Feature Menu is also available to further improve operating ease.

Seamless Connection – Automatic Hand-Over
There is no change in the connection quality as you move from one cell station area to the next while conversing with a colleague in the same building or with a customer outside.

200-Station Phonebook
The built-in telephone directory lets you store 200 station names and numbers.

Talk on Charger*
Users can now talk on a call whilst the KX-TCA175AL or KX-TCA275AL is charging. When this feature is on, the call is automatically switched to speakerphone when it is put in the charger.

Illuminated Keypad
For easier operation in low lighting, the enhanced keypad lights up when a call comes in or when you touch any key.

Colour LCD Screen*
The new colour LCD screen allows clearer visibility and easier operation from the phone screen. It also allows the phone to be used even in dark conditions.

Answer With Headset Button Switch
Make answering calls easier with a headset button for unrestricted freedom of hands-free communication. Leaving you free to answer incoming calls keeping your hands free to continue with any task at hand.

Power Save Mode
To reduce power consumption the handset turns off the back light depending on the setting for the setting for power saving, hence helping to extend the battery power time.

* KX-TCA175AL and KX-TCA275AL only.
Businesses can increase employee availability, ease customer telephone access, and enhance customer service by providing un-hinged access to wireless telephony. High-density and standard cell stations and repeaters can be used to easily enhance DECT wireless coverage - allowing employees to roam freely and still be contactable. Business telephony becomes a breeze - with Panasonic wireless mobility solution.

**Extending Wireless Communication**

Panasonic IP-PBX systems allow wireless communication over an extended range by using multiple 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.

**Automatic Answer / Optional Headset for Hands - Free Conversation**

Plug in an optional headset and enjoy the ease and unrestricted freedom of hands-free communication. With an optional headset, you can answer incoming calls without even touching the handset.

**Hot-Desking for Roaming Employees**

Hot-Desking, enabled via ‘Walking Extension’ feature on Panasonic KX-TDA Hybrid IP-PBX, empowers your staff who work from different locations or departments within your office to move between different desks themselves – reducing the cost of moves, adds and changes. Users can move desks or offices and be reached on their same number as well as transfer their own profiles and access to such features as access to voicemail, speed dials and pre-programmed functions by logging in to any unused desk phone with a pre-programmed ID number. Hot-Desking is a simple and effective solution that keeps all your staff in touch and in control of their communications.

**Greater Flexibility with Mobile Phone Integration**

Panasonic KX-TDA Hybrid IP-PBX system allows for seamless integration of the office PBX network and mobile telephones. The system can be programmed to ring the fixed PBX extension and the mobile telephone simultaneously when receiving an incoming call. Calls to the mobile telephone can then be transferred back to another PBX extension if necessary. With Panasonic KX-TDA Hybrid IP-PBX system and mobile phone integration feature, your staff can stay connected on the same phone number they use in the office while away from their desk, increasing staff productivity and customer satisfaction. Your key customers never have to be kept waiting again.
INTELLIGENT CALL HANDLING

With its intelligent call-handling functions, the Panasonic KX-TDA Hybrid IP-PBX can serve as the core of an efficient contact centre that provides outstanding customer service. Use the system to automatically distribute incoming calls as desired. You can also program the system to direct callers to the appropriate group for efficient call handling.

Call Centre Efficiency You Can Appreciate

Advanced call centre functions improve communication efficiency and allow you to serve customers more effectively. The system makes it easy to distribute calls, manage your telephone agents and control office use of the telephone system. Compatible with the CTI standard protocols, TAPI and CSTA, the Panasonic KX-TDA Hybrid IP-PBX can serve as the core of a powerful, high value added CTI.

Superior Call-Handling Efficiency

You can assign a backup extension as an overflow destination for calls not answered within a specified period of time. You may designate any extension you want as the overflow destination—a company message box, for example—and you can designate different overflow destinations for when the PBX is in day, lunch, break or night mode.

Designated member extensions can "log in" to join their group and begin handling calls, or "log out" to exit the group temporarily, such as when taking a break. An extension can also be allocated for use by the supervisor, who can access information about incoming calls to each group (the number of queued calls, the longest queuing time, etc.), change the log-in/log-out status and monitor the status of group members.

Other features, listed below, help ensure greater customer satisfaction and prevent missed business opportunities.

- VIP Call, which provides special handling for key customers
- Automated Attendant, which answers calls automatically
- Queuing, which puts the caller on hold and plays messages and music when no one is available.

The Panasonic KX-TDA Hybrid IP-PBX provides a variety of call distribution patterns. Effective use of the different patterns – Automatic Call Distribution (ACD), Uniform Call Distribution (UCD), Priority Hunting and Simultaneous Ring – can help you manage calls more efficiently.

Virtual 24 Hour Receptionist

Using the Message Card, you can easily set up an auto attendant to professionally handle all incoming customer calls to your business. An Auto Attendant can drastically reduce the amount of call traffic handled by the operator - allowing the operator to spend more time with your new or important customers.

The Auto Attendant can also answer multiple calls simultaneously, providing different greetings for different departments.

Advanced Messaging for Improved Customer Service

Using the advanced KX-TVM Messaging Solution – each extension can be assigned its own personal mailbox that can be contacted any time of day or night. If a caller leaves a Voice Message for a user, the extension user is notified by a message-waiting lamp available on proprietary telephones or can be additionally notified via an email with Voice Message attached sent to the user’s personal computer.

Incoming call information is also recorded with the message and is displayed on the telephone. This information includes the caller’s telephone number, time of call and length of call.

With the advanced KX-TVM messaging solution, an incoming message that arrives while someone is out of the office will generate a notice automatically to her or his GSM phone and users can check their messages at appropriate times. The advanced KX-TVM messaging solution also supports 2-Way recording. It lets you confirm the contents of the phone call later, so messages are accurately relayed, or record conversations in their entirety for use as examples of proper telephone communication by experienced staff when training new employees.
IP network infrastructure, which already exists in the majority of companies, can now carry voice along with data. Designed to support convergence through a modular structure, the system allows a harmonious migration towards VoIP, allowing voice and data communication to work within the same network.

**Voice Over IP (VoIP)**

VoIP is the latest proven technology for voice communication where packets of digitally compressed voice are sent over IP data networks. These packets are converted back to voice once they reach the destination.

By utilising existing data networks, VoIP can bypass PSTN and therefore avoid all costs associated with PSTN calls no matter how far the distance and how long the conversation. In addition, VoIP also allows for more advanced telephony solutions and applications.

**VoIP Gateway Card**

The VoIP Gateway Card makes it possible for you to use VoIP technology with your present telephone handsets and utilise your company’s corporate data network without the need for separate, dedicated leased lines.

**Hybrid IP-PBX and Desktop PC Integration**

With the Phone Assistant software, you can also integrate your Panasonic KX-TDA Hybrid IP-PBX system with the database on your desktop PC, giving you a powerful Customer Relationship Management (CRM) support tool and improved call handling.

Selective or Automatic Call Recording, Intelligent TAM, as well as Microsoft Outlook Synchronisation are just a few of the exceptional features that can provide enhanced added functionality to telephony power-users in your company.

**Advanced Networking**

The Panasonic KX-TDA Hybrid IP-PBX system provides users with the ability to monitor the status of extensions connected to other systems in the network (maximum of 8) when they are networked together using ISDN or IP.

Up to a maximum of 250 extensions across the network can be monitored through the flexible buttons on the Panasonic telephones which are assigned as Network Direct Station Selection (NDSS) buttons. If the monitored extension is busy, the red lamp on the NDSS button will light up and if the extension is idle, the lamp will remain off.

The Panasonic KX-TDA Hybrid IP-PBX system also supports other networking features such as:

- Centralised Voice Mail which allows a network of systems to share the Voice Processing System (KX-TVM50/200AL) connected to a system in the network.
- Network Incoming Call Distribution (ICD) Group in which calls can be distributed to extensions that are grouped across 5 different locations.
IP Telephony

Customers interested in gradually evolving their businesses using IP telephony can benefit from the introduction of Panasonic IP telephones (KX-NT300 series) and IP Extension Card.

Based on the familiar Digital Proprietary Telephones, the KX-NT300 IP telephones include the familiar one touch feature access to:
- Call Hold
- Conference Call
- Call Transfer
- Call Forward and many more

Panasonic IP Telephony can extend the telephony network to remote/home office environment over a business grade data network.

Panasonic IP Telephony is the perfect solution for both home office or remote workers.

IP SoftPhone Connectivity for Mobile Professionals

Panasonic’s KX-NCS8102X IP SoftPhone provides mobile business professionals with access to the full functionality of the Panasonic Hybrid IP-PBX from any location with a laptop or PC and a broadband connection. With IP SoftPhone, your laptop becomes an extension of the Panasonic IP-PBX system enabling you to initiate or receive calls from home or wherever business takes you.

The IP SoftPhone also allows you to speed dial work colleagues from any location – saving time and money. Other features include:
- Recording of conversations including conference calls onto your PC
- Dial Paste from Microsoft Outlook, Excel or other applications for quick and easy dialling
- IP Network Status indicator
For the majority of businesses, personal contact with the customer is a significant factor for success. The telephone system is at the heart of all communications – no matter how the communication is conveyed (via IP, by traditional telephony or by employing wireless technology).

What is crucial for businesses is quality and reliability. Panasonic provides a wide variety of solutions to cover any individual requirements.

### CUSTOMER SOLUTION FOR YOUR BUSINESS

#### SYSTEM CAPACITY

<table>
<thead>
<tr>
<th>Terminal Equipment Type</th>
<th>Without Additional AC Adapter</th>
<th>With Additional AC Adapter</th>
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</thead>
<tbody>
<tr>
<td>IP Extension</td>
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<td>4</td>
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<tr>
<td>SLT</td>
<td>24</td>
<td>24</td>
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<tr>
<td>D-PT</td>
<td>24</td>
<td>48</td>
</tr>
<tr>
<td>A-PT</td>
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<tr>
<td>IP-PT</td>
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</tr>
<tr>
<td>Total Extensions (max)</td>
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<td>52</td>
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**System Capacity**

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<tr>
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<th>KX-TDA30AL</th>
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</thead>
<tbody>
<tr>
<td>Analogue CO / ISDN BRI</td>
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<tr>
<td>VoIP [H.323]</td>
<td>4</td>
</tr>
<tr>
<td>VoIP [SIP]</td>
<td>8</td>
</tr>
</tbody>
</table>

**Maximum Extension Capacity**

| SLT  | 24 |
| D-PT | 24  |
| A-PT | 4  |
| IP-PT | 4 |

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**Maximum Terminal Equipment**

<table>
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* A maximum of 8 channels of a single VPS can be connected to the Hybrid IP-PBX.