

**Panasonic**

# Smart Hybrid PBX



KX-NS300 Approach Book



Evolving systems that  
make your dreams come true.

Concerns that come hand-in-hand with business

We want to minimize initial costs.

We want a future-proof system.

We want a single unit with multi functions.



Smart Hybrid PBX  
**KX-NS300**

**Smart Hybrid System**

**Flexibility and Scalability**

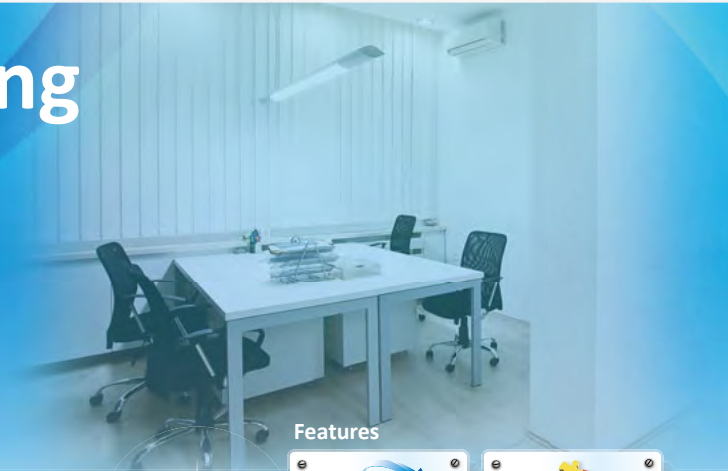
**One Package Solution**

# Innovate Your Business With One Package Platform

# KX-NS300

Superb performance to match your business needs.

## Cost saving



Features



Smart Hybrid System



Backwards Compatibility

## Creating new business styles



Features



Mobility



Messaging



Call Centre

## Technology with a future perspective



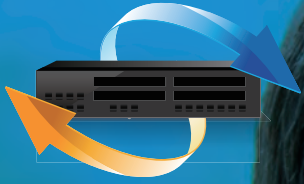
Features



Unified Communication



Future Proof



# Smart Hybrid System

Ideal for any office.

## » The Ideal System Configuration for Your Office

The ability to use your existing phone lines and IP network lets you configure a cost-effective system that meets your needs.

## » Expand as Your Business Grows

This system will suit a variety of company types, and users can expand it to meet their needs.



# Backwards Compatibility

Installation costs are reduced by the ability to use existing assets.

## » Using Existing Equipment

Continue using existing devices, such as Proprietary Telephones for the Panasonic PBX just as they are.

## » Using Existing Outside Line

There is no need for new contracts, because you can use your existing outside line as is.



## Shifting Business from the Office to the Field.

### » Panasonic Wireless Systems

Panasonic's wireless phones include compact and tough types, so they can be used just about anywhere in the office. Our unique technology enables comfortable conversations even in noisy places.

### » Bring Your Own Device (BYOD)

You can use your own mobile phone (including software phones installed in smartphones) as a company extension. And a mobile phone can be paired with your desk phone as one numbered extension.

### » Conferences

Voice conferences with up to 32 members are possible using your desk phone, cellular phone, or software phone.

# Mobility



# Messaging

Reliable response even while you're away.

## » Unified Messages

Incoming calls can be received by a unified message during your absence. Voice messages that are left can be e-mailed to a PC or smartphone.

## » Voice Recording

You can also record conversations. Up to 24 simultaneous calls with a maximum of 400 hours of conversation can be recorded.

## » Recording Back-up

Back up voice data to USB memory or an external server (NAS\*).

\* NAS: Network Attached Storage.



# Call Centre



Improvements can be continuously made.

## » Automatic Voice Guidance for Customers

Voice guidance is available for callers. Announcement of expected waiting time is also available. Callers can leave a voice message when they do not want to wait.

## » Automatic Recording for Supervisors

Conversations with customers can be automatically recorded. The supervisor can search for recording files and listen to the voice recording by logging-in to the PBX built-in web server.

## » ACD Report (Call Status Monitor)

The supervisor can monitor the live status of the Call Centre by logging-in to the PBX built-in web server. Call Centre reports are also available.





# Unified Communication



Providing optimal communication.

## » Desktop Communication

The status of employees can be checked from a PC, so you can use the most suitable and easiest contact method, such as telephone (land line or mobile), chat, or e-mail. You can also use CRM database integration.

## » Anywhere Communication

See the presence of co-workers in remote rooms or branches from a smartphone,\* just as you do with a PC.

## » Video Communication

Video communication can also be used for more detailed conversations by viewing facial expressions.

\* Supported by Version 2 or later.

Technology with a future perspective



# Future Proof



## Office Communication Links and Expands Capabilities.

### » Expanding Extensions

Adding the Panasonic KX-NS1000 further expands the system capacity at low cost, providing the use of up to 1,000 extensions. What's more, you can continue to use your existing phones and other equipment.

### » Multi Site Connection with the KX-NS Series

Connection of KX-NS1000 and KX-NS300 sites allows the use of up to 1,000 extensions, and all sites can be managed by a single KX-NS1000 (one-look networking).

### » Expansion to More than 1,000 Extensions

By connecting sites using conventional methods without one-look networking, it is possible to use more than 1,000 extensions.



# Simplified Maintenance

Easy to set-up,  
ready to use.

## » No special costs or labour required

You don't need any special tools, because settings are made by Panasonic devices or PCs based on web maintenance.

## » Easy enough for anyone to set up

You can make settings with the same easy operation as previous models, so setup is quick and easy.



Choose from three series of terminals to match your office style. Regardless of the one you select, you'll enjoy the same elegant, easy-to-use Panasonic performance.

Panasonic provides you with the

# ideal workstyle.

» KX-NT Series  
IP proprietary terminal



» KX-DT Series  
DIGITAL proprietary terminal



» KX-UT Series  
SIP telephone



» KX-TCA Series  
DECT Terminal



# IP PROPRIETARY TERMINAL KX-NT Series



For all businesses that require advanced communication



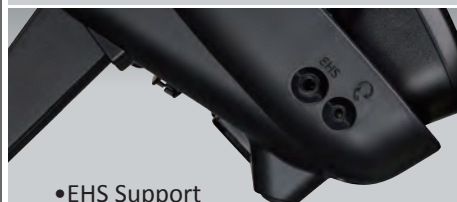
- High Definition "HD" Audio
- Full Duplex Speakerphone



- 4.4-inch Backlight LCD Display
- 4 x 8 Self-Labeling Flexible CO Buttons



- 2 Gigabit Ethernet Port/PoE



- EHS Support
- Integrated Bluetooth®



- Self-Labeling Flexible CO Buttons with Backlight LCD Display

## Key Features

- HD Voice
- Full Duplex Speakerphone
- Gigabit Ethernet
- PoE
- Large Display with Backlight
- Self-Labeling Flexible CO Button
- EHS Support
- Built-in Bluetooth®

\*Some functions are not supported by some models.

DIGITAL PROPRIETARY  
TERMINAL  
**KX-DT Series**



**Key Features**

- Full Duplex Speakerphone
- Large Display with Backlight
- Flexible CO Button
- EHS Support

\*Some functions are not supported by some models.



High-quality communication  
with high cost-performance



•6-Line Backlight LCD Display



•Full Duplex Speakerphone



•24 Flexible CO Buttons



•EHS Support

# SIP TELEPHONE KX-UT Series



## Key Features

- Network Camera Integration
- Application Development
- HD Voice
- Full Duplex Speakerphone
- Gigabit Ethernet
- PoE
- Large Display with Backlight
- Self-Labeling Flexible CO Button
- EHS Support

\*Some functions are not supported by some models.



## Linking to applications for optimal communication



- 7 inch Colour Touch Screen
- 4 x 6 Self-Labeling Flexible CO Buttons



- High Definition "HD" Audio
- Full Duplex Speakerphone



- 2 Gigabit Ethernet Port/PoE



- EHS Support



- Network Camera Integration
- Application Development



Comfortable and flexible,  
on-the-go conversations in  
any business style you choose.



**TOUGH MODEL**



**KX-TCA385**

**Key Features**

- 1.8 inch Colour LCD
- IP65 Compliant Dust Protection and Splash Resistance
- Noise Reduction
- 3 Soft Keys
- Vibration
- Built-in Bluetooth®

Dimensions\* (W x D x H) (mm): x55.0 x 23.0 x 151.5  
Weight\*: 150 g (Belt clip is included)



**SLIM & LIGHT MODEL**

**KX-TCA285**

**Key Features**

- 1.8 inch Colour LCD
- 3 Soft Keys
- Built-in Bluetooth®
- Noise Reduction
- Vibration

Dimensions\* (W x D x H) (mm) : 48.5 x 17.9 x 127.5  
Weight\*: 88 g



**STANDARD MODEL**

**KX-TCA185**

**Key Features**

- 1.8 inch Colour LCD
- Noise Reduction
- 3 Soft Keys
- Vibration

Dimensions\* (W x D x H) (mm):  
48.2 x 25.4 x 146.3  
Weight\*: 115 g



\*Handset Only  
•Weights and dimensions are approximate.