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Communication Systems

MARKETING MEMO

To: Panasonic KX-TDA Dealers and Distributors

Date: 3/28/2006

Subject: IP Soft-phone Release

Panasonic is pleased to announce the release of IP Soft-phone. IP Soft-phone is a PC software addition to Panasonic's IP PBX telephony product line that turns your PC into a system telephone. The IP Soft-phone can function as a primary desktop IP phone, supplementary phone or as a communications tool for the telecommuter.



IP Soft-phone functions on a PC that is connected on the same TCP/IP network as the KXTDA 100/200, either by the local area network or a wide area network using a VPN connection. This soft-phone provides you with PBX connectivity and convenience wherever you have broadband access.

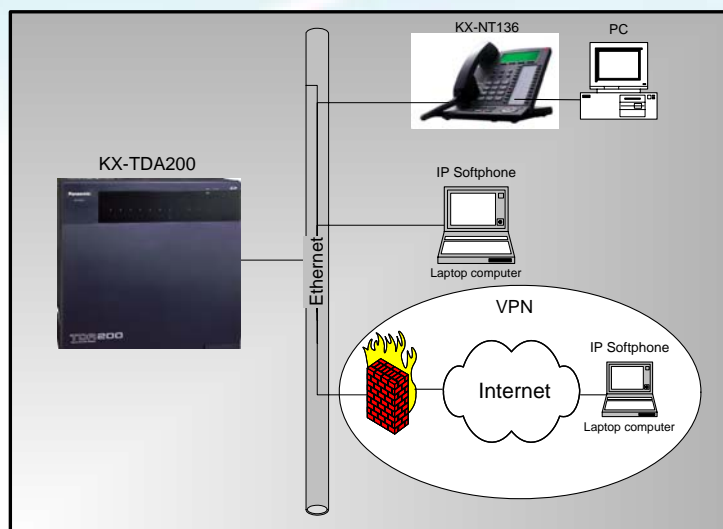
IP Soft-phone is extremely easy to use; if you can use a KX-NT136, you can use IP Soft-phone. The GUI that appears on your PC screen actually looks and operates just like the KX-NT136. The major difference is, the telephone functions are controlled using the mouse and keyboard on the PC, for example: to make a call, click on the programmable CO Key (the display will show you the line you are connected to), then dial the call from the keyboard or click on the IP Soft-phone dial pad.

The only other hardware that is required for the IP Soft-phone is a PC compatible headset or PC speakers and microphone. Using a PC headset will most likely provide the best quality and flexibility when traveling.

The IP Soft-phone is actually a system telephone; supporting full PBX functionality, Toll Restriction, ARS, ICD Group settings, SMDR and Class of Service. The following will explain the system requirements and features of the IP Soft-phone:

Requirements

IP Soft-phone operates exclusively with the KX-TDA100 and KX-TDA200 IP PBX systems equipped with an IP Extension card KX-TDA0470. Each IP Soft-phone requires one Channel or IP extension port in the KX-TDA system. The TDA system requires software version 2.0 or higher. It can be connected anywhere within a local (LAN) or wide (WAN) area network via VPN.



PC Requirements

To install and operate IP Soft-phone, the PC must meet the following minimum software and hardware requirements:

- Microsoft® Windows® XP Professional SP2
- CPU: Pentium® M 1.86 GHz
- RAM: 512 MB
- HDD: 50 MB available space (when installing)
- Display: XGA (1024 x 768)
- LAN (Ethernet): 100BASE-T
- Peripheral Devices: Sound Board, Speaker, Microphone, CD-ROM drive

Trademarks

- Microsoft and Windows are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries.
- Pentium is either a registered trademark or a trademark of Intel Corporation or its subsidiaries in the United States and other countries.
- All other trademarks identified herein are the property of their respective owners.

IP Soft-phone Features

As noted above, the IP Soft-phone emulates the KX-NT136 IP Telephone, so feature operation is very similar. To operate the IP Soft-phone is simple; in place of pressing buttons, you use the PC Mouse. Move the mouse pointer over the desired button and click. The illustration below shows the image that will appear on your PC when you bring up IP Soft-phone.



The feature differences from KX-NT136

- ☞ The IP Soft-phone has one ring tone. Programmable melodies and ring tones are not available.
- ☞ Automatic Redial is available only for ISDN lines.
- ☞ Key click tone is not available.

Purchase and Registration

IP Soft-phone is a TDA Certified dealer model, available to Panasonic KX-TDA certified dealers only. It's packaged with the PC Phone using the same model number KX-TDA0350. The package includes 5 licenses that can be used to activate IP Soft-phone, PC Phone or both. The 5 licenses can be installed in one site or multiple sites.

IP Soft-phone has a 60-day free trial period try it first by downloading it from the B2B site and install it on your PC. The trial version can also be installed on multiple PCs. However, it's important to remember that each PC Phone requires 1 IP extension port in the TDA to operate. When the free trial offer expires, you must go online and register the product with two license numbers to turn IP Soft-phone back on.

The first two licenses (1st license and 2nd license) are required to activate the IP Soft-phone. If only the 1st license is registered, only the license registration menu itself will function.

Example

Dealer purchases two PC phone/IP Soft-phone software package KX-TDA0350 (includes 5 licenses each) and installs them as follows:

License Pack 1

Customer 1	Dealer installs PC Phone	License #1
Customer 2	Dealer Installs PC Phone	License #2
Customer 3	Dealer installs IP Soft-phone	License #3 and #4
Customer 4	Dealer installs IP Soft-phone	License #5

License Pack 2

Customer 4	Dealer installs IP Soft-phone	License #1
Customer 5	Dealer Installs PC Phone	License #2
Customer 6	Dealer installs IP Soft-phone	License #3 and #4
Customer 7	Dealer Installs PC Phone	License #5

Any KX-TDA0350 license number can be used for either IP Soft-phone or PC Phone. A minimum of two are required for IP Soft-phone to activate. The license number can be from any package and combination.