

Strata® DK Sales Bulletin

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Announcing the PC Digital Telephone

We are very pleased to announce another exciting new Computer Telephony Integration (CTI) capability for the Strata DK Business Telephone Systems, the **Strata DK PC Digital Telephone**. This new product provides digital telephone operation as a Windows® application on the user's computer. Calls can be made or received using the mouse and keyboard on the PC, and other related functions can be performed as well.

Your customers will receive the benefits of additional call answering and processing capabilities in a Windows PC environment.

You will receive the benefits of having a powerful and efficient new CTI product that will put you ahead of the competition.

Description

The PC Digital Telephone **operates as a Windows application**, performing telephone features within Windows menus and/or from the keyboard. The Toshiba PC Digital Telephone is designed to emulate the operation of a 2000-series Digital LCD Telephone and provide additional capabilities using the power of the personal computer. The PC Digital Telephone enhances telephone functionality by using an enhanced user interface.

The PC Digital Telephone **functions as a stand-alone telephone**. It does not require connection of a digital desk telephone. The PC Digital Telephone connects to a directly to a digital station port just like a 2000-series digital telephone, and appears as a 2000-series digital telephone to the Strata DK telephone system.

However, the PC Digital Telephone can also be **connected to a digital desk telephone to provide back up** and automatic switch-over when the PC Digital Telephone application is closed, or when the PC is off. This provides continuous telephone availability when the PC is not in operation.

The PC Digital Telephone can also be **used in tandem with a Toshiba cordless** digital telephone the same way as a 2000-series digital desk phone. When you leave your desk, just press the button, grab your cordless and go. This provides the ultimate in functionality and convenience.

The PC Digital Telephone application **runs concurrently with other Windows applications** in a multi-tasking environment on the user's PC. It can run in the background, only appearing when a call is received or when activated to make a call. It can also be set to always appear on top of all other windows, so that it does not have to be the active application to stay on screen.

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In this mode, the user can use another Windows application (such as a word processor), with the PC Digital Telephone display kept in the top corner of the screen.

The Strata DK280 PC Digital Telephone will be sold as a kit that includes the following:

- ♦ Half-size printed circuit board.
- ♦ Software.
- ♦ Cord to connect multimedia port to sound card.
- ♦ User guide.

The personal computer is customer supplied and is not included in the Strata DK280 PC Digital Telephone kit.

A handset and cradle with hook-switch and handset (ash white) are optional and can be added. A headset can also be used with the PC Digital Telephone.

The half-size printed circuit board installs inside the desktop computer. It can also be installed inside the docking station if used with a lap-top computer. The circuit board contains modular connections for the following:

- ♦ Line-in from digital station port.
- ♦ Handset/cradle or headset port.
- ♦ Multimedia sound card port (16-bit or 32-bit Sound Blaster type card recommended).
- ♦ Line-out port to a backup digital desk telephone.
- ♦ Analog device port (fax/modem, external speakerphone, 2500 set, analog cordless, etc.).

Features

The PC Digital Telephone provides emulation of the following 2000-series digital telephone functions:

- ♦ **LCD display** shows Caller ID and other important information.
- ♦ **Soft key feature prompting** simplifies feature use.
- ♦ Button array including **programmable buttons** and fixed buttons maximizes convenience.
- ♦ **Dual color LEDs** indicate different types of calls at a glance.
- ♦ **Receiver on/off hook control** operates from either the screen, keyboard, or handset cradle.
- ♦ **Handset volume control** with either a mouse click or keystroke.
- ♦ **Messaging** protocol from and to the telephone system.

Hands-free answer back intercom operation is not supported due to hardware limitations.

In addition to standard 2000-series digital telephone features, the PC Digital Telephone is able to provide the following capabilities:

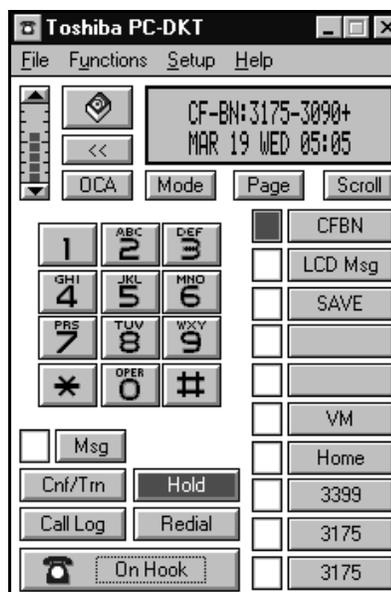
- ♦ Telephone numbers can be stored locally in the “**StrataBase**” **directory** with name, address, account code, and other information. These numbers can be speed dialed from the same menu and database.

- ♦ **Call logging** keeps track of all incoming and outgoing calls, by station, with time, date, duration, and called party identity when provided.
- ♦ The **voice mail access panel** provides on-screen voice mail control with six user definable buttons.
- ♦ **TAPI connection to 3rd party PC applications** is provided through software built into the PC Digital Telephone. For example, this can be used to pass Caller ID from the PC Digital Telephone to another TAPI-compatible application to screen-pop customer information.
- ♦ System **ring tones can be customized** using multimedia support from a sound card. The user can replace standard tones with their own recorded .WAV files.
- ♦ **Call recording and playback** enables the user to record telephone calls using multimedia support from a sound card. The user can record calls and store in .WAV files. They can be played back or attached to other applications.
- ♦ The **analog device port** enables connection of external analog devices such as a speakerphone unit, analog cordless phone, 2500-set, or fax/modem.
- ♦ **Custom company logos** can be placed on the main display.
- ♦ **On-line help** is available the same as with other Windows applications. This makes the PC Digital Telephone easy to use with on-line user instructions.

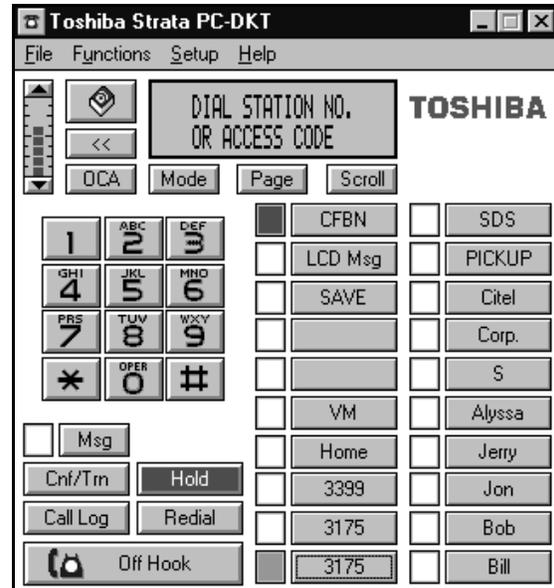
Screen Sizes

There are 3 screen sizes supported on the PC Digital Telephone.

- ♦ **Screen Size 1** provides 2-line/16-character LCD display with 3 soft keys, and 2 buttons, one that opens out the key telephone to normal size, and the other for going on or off hook.
- ♦ **Screen Size 2** provides 2-line/16-character LCD display with 3 soft keys, and provides 10-button telephone functionality.



- ◆ **Screen Size 3** provides 2-line/16-character LCD display with 3 soft keys, and provides 20-button telephone functionality.



Programmable Buttons

Either 10 or 20 programmable buttons are available, selectable by the user. Each of the flexible keys has an associated dual colored LED. In addition, the user can assign different LED colors on a per call state basis.

Fixed Feature Keys

The fixed feature buttons are the same fixed feature buttons as on the 2000-series digital telephone. They include Cnf/Trns, Hold, Msg, Redial, Mode, Page, and Scroll. These buttons are used for the same fixed functions and feature prompting selection as with 2000-series digital telephones.

Receiver Button

This on-screen button is a virtual receiver that reflects the current hook state. The user may click on it to toggle on or off hook at any given time. The receiver button will always reflect the current hook state by means of text and an icon. A corresponding button is also available on the keyboard for on/off hook operation.



Handset/Cradle

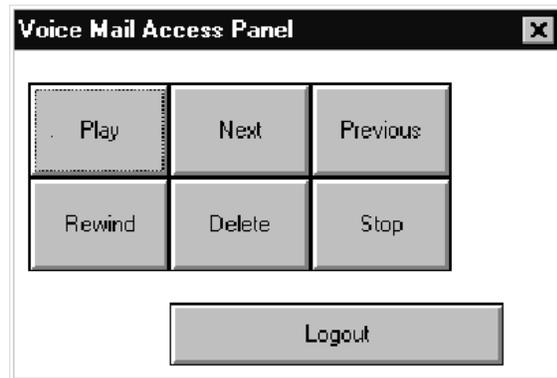
An external hook switch device can be attached to also operate the on/off hook state. The PC Digital Telephone kit has an optional handset/cradle with an integrated hook switch. Hook switch operation by the handset/cradle automatically updates the on/off hook state on the on-screen receiver button.

Headset Operation

A headset can be connected to the handset/headset port on the printed circuit board in place of the handset. Hook switch operation is done by the on-screen receiver button or the keyboard.

Voice Mail Access Panel

A user-friendly interface to the voice mail system is provided in the “Voice mail access panel.” Each of the six main keys are user-definable to provide flexibility.



StrataBase Directory

The dial-out directory, called “StrataBase,” is a database allowing the user to store telephone numbers, addresses, account codes, and other information of people they call regularly. A search mechanism makes it easy to find a name or telephone number. The user can add, delete, and update records in the StrataBase directory.

The StrataBase is also accessed by other parts of the application. When a Caller ID is received it is cross referenced via the StrataBase in an effort to find a name. If a name is found it can be displayed on the screen. The call log also cross references information stored within the StrataBase.

Caller ID Display

When Caller ID is sent to the PC Digital Telephone, it appears on the display when an incoming call rings. This information can be intercepted by the software application and used to display an incoming caller's name on the screen. This information can also be made available to other applications through links such as TAPI.

This dialog can be made to disappear when the call has been answered, after a pre-selected amount of time, when the call is completed, or it can be prevented from popping up at all. These options are user definable under the set up menu.

The Caller ID can also be passed on to the Clipboard as a text entry. This can be useful for passing the Caller ID to another application. Once on the Clipboard, the text can then be "pasted" into any acceptable text area in any Windows application.



Call Logging

Two call logs are provided, one for incoming and one for outgoing calls. Each call logged will have time, date, time call rang before being answered (incoming call log only), call length, name (either from StrataBase or display), and telephone number. Calls are in a scrollable list format with the most recent call at the top.

To make the call logs more useful, a search capability is provided. The user can enter a name or number and list only entries found that correspond. The list is updated as the user types each letter. Searches can also be done to list internal calls only, external calls only, and to ignore unknown calls (e.g. calls from hold).

Calling out using the call logs is a convenient and useful feature. When the user selects any entry in the list, a "Call" button is activated, and the user can dial that number by pressing the button. Alternatively, the user can double click on any entry to call them. Calling out will close the call log window passing control back to the main screen.

Maintaining call logs is easy. All incoming and outgoing calls are logged to disk in one file. For a busy station user, this file could become very large in a matter of days. To prevent the call log from getting excessively large, entries can be deleted on a regular basis. To help this process, a call log limit can be specified in the system set up window. Once this limit is reached, new calls will be written to the top of the list with the oldest call at the bottom being automatically deleted.

Standard and Custom Ring Tones

The PC needs to have a sound device with a driver for Windows to generate tones. Users can choose from a multimedia sound card, buzzer fitted to the PC card, or the PC speaker.

Standard ring tones for the sound card are provided by standard sound wave (.WAV) files that are digitized reproductions of all the standard digital desk telephone sounds. These include ringing internal, ringing external, recall, and emergency sound (a loud siren noise).

The user can record their own custom ring tones and sounds in .WAV files. The user can also select a different .WAV file for each flexible key. This enables each line appearing on the telephone to have its own individual ringing sound.

Emergency Ringing

In the sound setup, there is an option for the user to allocate an “emergency” .WAV file. A field is available to enter how long, in seconds, before the emergency sound is played. If any line rings for more than a specified amount of time then the ring tone will change to playing the emergency .WAV file. This alerts users when the telephone has been ringing too long. This feature requires a sound card in the user’s PC.

Speakerphone Operation

As an option, an external analog speakerphone unit (3rd party add on device) can be connected to the analog port on the printed circuit board of the PC Digital Telephone. This provides high quality speakerphone operation. A multimedia Sound Blaster type sound card and microphone can also support speakerphone operation. However, it is not recommended because it provides a much lower performance level and would not be acceptable to most users. Of course, a backup digital telephone can also provide speakerphone operation.

Ring Generator Option

As a future option, a ring generator can be added to provide the ringing signal and voltage generation to analog telephones (2500-set or analog cordless) connected to the analog device port.

Call Recording and Playback

The user can record telephone calls made or received with their PC Digital Telephone. These calls can be stored in .WAV files on the hard drive. They can be played back or attached to other applications. This requires a sound card installed in the user’s PC.

User Definable Setup

The user can customize their PC Digital Telephone. An easy to use setup menu enables them to choose from various settings available.

- ♦ Always On Top provides an option that forces the application to always appear on top of all other windows. In this mode it does not have to be the active application, so the user can use another Windows application (such as a word processor) with the PC Digital Telephone display kept in the top corner of the screen.
- ♦ Button Text allows a user to change the text displayed on each of the flexible keys. This is the equivalent of writing on the keypad of a 2000-series DKT.
- ♦ Pop-up Options are available. If the user has not selected “Always On top,” an option can offer to “pop” the telephone screen to the top only when it is ringing from an internal call, an external call, and/or a hold recall. It is also possible to set the telephone application to appear over other applications without becoming the active application, and because of this, the screen can pop back down if someone else answers a call, all without interrupting what the user is doing in another application

On-line Help

Help information is available on-line the same as with other Windows applications. This makes the PC Digital Telephone easy to use with an on-line user guide.

Computer Requirements

The Strata DK280 PC Digital Telephone will be sold as a kit that includes the software, printed circuit board, handset/cradle, and user guide. The personal computer is customer supplied and is not included in the kit.

The PC is customer supplied. The minimum recommended PC requirements are as follows:

- ♦ 486 processor
- ♦ Windows 3.1, 3.11, or Windows 95
- ♦ 8 MB RAM with Windows 3.11 or 16 MB RAM with Windows 95 (more is better for simultaneously running multiple applications)
- ♦ 5 MB available hard drive space for the application
- ♦ 3.5" 1.44 MB floppy disk drive
- ♦ 1 ISA slot (8-bit or 16-bit)
- ♦ VGA color monitor
- ♦ Keyboard and mouse

A sound card (16-bit or 32-bit Sound Blaster type) with speakers is also highly recommended. This enables the use of customized ring tones and call recording and playback capabilities.

The PC Digital Telephone connects to a digital station circuit in the Strata DK system via standard one-pair wiring.

Selling Advantages

The strengths of the Strata DK Digital Telephone provide you many additional selling advantages over your competition.

- ♦ The Strata DK PC Digital Telephone is a stand-alone telephone, not requiring connection to a desk digital telephone. This makes it more cost effective than most competitive PC telephone products which require a desk phone for handset and hook switch operation.
- ♦ The PC Digital Telephone connects directly to a digital station port on the Strata DK system. This also saves expense by not requiring any special interface.
- ♦ The PC Digital Telephone can be connected to a digital desk telephone to provide back up and automatic switch over when the PC Digital Telephone application is closed, or when the PC is off. This provides continuous telephone availability and speakerphone operation when the PC is not in operation.
- ♦ The PC Digital Telephone can also be used in tandem with a Toshiba cordless digital telephone the same as a 2000-series digital desk phone. When you leave your desk, just press the button, grab your cordless and go. This provides the ultimate in functionality and convenience.
- ♦ A headset can be connected for efficient and convenient hands free use.
- ♦ The analog device port enables connection of external analog devices such as a speakerphone unit, analog cordless phone, 2500-set, or fax/modem.

- ♦ The PC Digital Telephone application runs concurrently with other Windows applications in a multi-tasking environment on the user's PC. It can run in the background, only appearing when a call is received or when activated to make a call. It can also be set to always appear on top of all other windows, so that it does not have to be the active application to stay on screen. In this mode, the user can use another Windows application (such as a word processor), with the PC Digital Telephone display kept in a corner of the screen.
- ♦ Complemented by the PC Attendant Console, DSS Console, Add-On Module, ACD, Distributed Hunt, Auto Attendant, and Voice Mail, you can offer the most comprehensive call answering solutions available today.

Product Line Strategy

The Strata DK PC Digital Telephone is an addition to our current telephone and CTI product line. It serves as an alternative to the traditional digital desk telephone, providing similar functionality plus some specialized capabilities.

The PC Digital Telephone is designed for use by individual station users. It does not contain the sophisticated call answering features of the PC Attendant Console, and is therefore not intended for use by the operator.

Compatibility

The new Strata DK PC Digital Telephone is compatible with Strata DK8, DK16e, and DK280/DK424 systems. It is also compatible with Strata DK16 and DK24/56/96 systems with digital station ports.

Pricing

The Strata DK PC Digital Telephone is very cost effective. See the new Strata DK Price Book for all the details.

Documentation

Strata DK documentation is in process of being created for the new PC Digital Telephone.

- ♦ A new *PC Digital Telephone User Guide* will be available before product release.
- ♦ A new *PC Digital Telephone* brochure is available. In the future, it will also be added to the *Toshiba Digital Telephone* brochure.
- ♦ The current *Strata Feature Description Manual* will be updated with PC Digital Telephone information. This update will be available later.

Availability

The Strata DK PC Digital Telephone is scheduled for availability in November 1997. Orders can now be placed.