

**For Immediate Release**

## **Panasonic introduces IP PBX Application Solutions**

*Offering Panasonic's Value Added Services for Targeted Industries*

**Petaling Jaya, 22 June, 2010** – Panasonic Malaysia, a leader in business solutions continues to lead the way with the introduction of a new line up of versatile and comprehensive IP PBX Application Solutions and IP Conference System to enhance productivity that cater to the needs of businesses in the hotels, banks, property, insurance and government sector.

“Panasonic’s new IP PBX Application Solutions are cost effective, providing the ultimate business solutions that will meet the needs of a wide range of business to grow in a way that protects their communications investments,” said Jeff Lee, Managing Director of Panasonic Malaysia. “With our 20 years experience in the communication industry, it is Panasonic’s vision to offer high quality service and solutions that can enhance and value add to our discerning customers.”

Panasonic Malaysia now offers five new Application Solutions each of which provide convenience and integration capabilities. They are:

### **1. Panasonic Hotel Suite (PHS) Application – *One Stop Hotel Management Solution***

A customized ‘one stop hotel management application’ to cater for both Hotel Front Office and Back Office management offering modules such as Reservation, Reception, Housekeeping, Mini POS and Reporting Historical Data.

**2. Panasonic Home Application (PHA) – *Secure Home Solution***

A complete intercom and surveillance solutions for condominiums, gated community housing estates and building management offices to provide consumer's security and peace of mind.

**3. Panasonic iConnect Call Centre Application (PiCC) – *The Building Block to Greater Customer Service***

A dynamic and efficient Call Centre Management to deliver optimal performance and services. The PiCC is equipped with the latest Computer Telephony Intergration features to offer a seamless blend of call routing functionality as an efficient Call Centre Management tool targeted for the banking and financial institutions, insurance agencies, tele-marketing and help-desk companies.

**4. Panasonic Centralize and Consolidated Billing Application (PCCB) – *Consolidated Call Accounting Application***

PCCB is a multi-site centralized call tracking and management application. It provides a platform to consolidate Station Messaging Detail Recording (SMDR) data from various branch PBX systems connected in a network and reproduces them as one integrated billing data.

**5. Panasonic IP Conference Phone (Model KX-NT700)**

Model KX-NT700 is an advance IP conference system, an ideal, efficient and convenient solution to facilitate teleconference and video conference meetings for globalised and decentralized businesses.

“Being the market leader in Office Communication, Panasonic Malaysia is the first in the industry to offer such a variety of Application Solutions. This new line up of Application Solutions is designed to cater not only a “*One Stop Business Solutions*”, supported by technological excellence; it also offers creative solutions, hence enabling it to connect to the targeted consumers effortlessly.”

“This new and integrated application is aimed to offer and expand further the usage of Voice and Data network, making it more convenient for consumers in their daily operations. With this, not only productivity will increase operational cost will decrease.” added Jeff.

Yoshiyuki Tanabe, General Manager and Advisor, Business System said that, “With the convenience of these Application Solutions, there is no doubt that consumers will have the benefit of better time management, increase of brand value for their efficient services and the pleasure of being dynamic and diversified in their businesses.”

**About Panasonic Malaysia Sdn Bhd**

Panasonic Malaysia Sdn Bhd is a sales, service and marketing company for the Panasonic brand of electrical and electronic products ranging from audio visuals, home appliances, air conditioners, digital and video cameras, professional broadcasting equipment, business systems, telecommunications, health and beauty care to batteries and lightings. All Panasonic products are available through our authorized dealers nationwide. For more information on Panasonic brand and products, visit our website at [www.panasonic.com.my](http://www.panasonic.com.my) or call our Customer Care Centre at 03-5543 7600.

For press members, download press release and photos at [www.pmpressroom.com](http://www.pmpressroom.com)

Media Contact: Azizah Wahid  
General Manager, Corporate Communications & Branding  
Tel: 03 7809 7855 Fax: 03 7955 1857 Mobile: 019 217 2730  
Email: [azizah.wahid@my.panasonic.com](mailto:azizah.wahid@my.panasonic.com)

Product Contact: Seelan Kandasamy  
Group Product Manager, Communications Solutions Team,  
Business System Marketing  
Tel: 03 7809 7759 Fax: 03 7958 4977 Mobile: 019 280 9625  
Email: [seelan.kandasamy@my.panasonic.com](mailto:seelan.kandasamy@my.panasonic.com)

###