

For Immediate Release

Panasonic launches New Communication Products

Kuala Lumpur, 27 October 2009 – Panasonic is launching a new range of communication products from IP PBX system, Colour Laser All-in-One printer (AIO) to DECT phones which will cater as a solution to companies for their business needs. This new product line up is cost effective, ideal as a communication tool and suitable for enterprise businesses such as banking, logistic, insurance, manufacturing, hospital, and hotel.

“Today’s offices are shifting from traditional telecom systems to low cost, flexible IP systems that take full advantage of the rapid growth in IP applications and globalization. The KX-TDE600 / KX-NCP1000 can be used to construct a full IP telecom system, making them a perfect match for these new communications needs. The KX-TDE600 / KX-NCP1000 offer new, standard-equipped IP functions that boost efficiency and lower communication costs,” said Yoshiyuki Tanabe, Project & Strategic Planning Advisor / General Manager of Panasonic Malaysia.

Panasonic is also proud to introduce its latest “All In One” (AIO) Color Laser Printer KX-MB3000 series that are designed to offer better features and speed to consumers.

“In the current workplace, multi-tasking is necessary and quite often expected from employees. Any form of savings is important in today’s business. That is why the trend for our fax machines is shifting towards AIO machines or “Multi-Function Printers” that can do scanning, printing, copying and faxing in one machine that is worth the investment.”

Tan Tih Tjun, Group Product Manager for Document Solution Team, Business Systems Division added that: “With a printing speed of 32 ppm, this machine is able to cater for users who require printing in large quantities for their daily business operations. Our KX-MB3000 series have a built in auto duplex print unit that helps users print documents on both sides of the paper. This feature helps save cost and also protects the environment. Our model KX-MB3150 has all the features of KX-MB3000 but comes with a large 3.6” LCD screen which enables the user to view the required functions easier.”

Panasonic is also introducing 2 new models of DECT cordless phone to its DECT cordless phones line up. Currently there are a total of 8 models in the line up.

“Getting in touch with your loved ones is much simpler, with Panasonic DECT cordless phone. Boasting more superior features, the KX-TG7341 comes with an Answering Machine that helps saves messages while you are away from your home or even from your desk. Suitable for both home and the office place, this KX-TG7341 ensures that you will not miss any important calls. The KX-TG6411 has a large 1.8” LCD screen and illuminated keypad which is very suitable for everyone especially the elderly who have poorer vision. With the large LCD screen and illuminated keypad, our customers will find it easier and more convenient to use. No worries about looking for your phone in the dark,” explained Seelan Kandasamy, Group Product Manager for Communications Solutions Team, Business Systems Division, Panasonic Malaysia.

Backgrounder

Pure IP PBX system: KX-TDE600ML

- Enhance your business with an integrated SIP solution designed to meet your ever changing needs, with wireless mobility, productivity applications, network solutions and a common infrastructure that supports companies with distributed and geographically diverse office locations and helps connect all your users with customers wherever they may be.
- Come with 2 years ALL Risk Warranty.
- Support medium to large organizations communication needs.
(Up to maximum 1152 Extensions)
- Wireless Mobility Solutions.
(TDE support KX-TCAseries for DECT, KX-TDseries for 2.4GHz.)
- Built-in and Optional Voice Mail Processing system
- Equipped with CTI features, and they include Full Blown Call Centre Solutions – with VoIP call forwarding and remote web base monitoring; Unified Messaging – an integrated messaging system that integrates an organization’s voice mail, fax mail and e-mail into one common messaging server for ease of access from anywhere and at any time; PC Console – a soft console that provides the operator the flexibility to better manage her call distribution functionality with an easy click and drag action and Communication Assistance – a soft interface that enables users to make and receive calls with a simple click of mouse. It also integrates with Microsoft’s Outlook address book for ease of maintaining individual phone book.

Network Communication Platform: KX-NCP1000

- NCP is an advanced communication solutions designed to enable businesses achieve unified communications by enhancing and streamlining office communications with presence-enriched productivity applications.
- Facilitating more effective ways of communications with both your employees and customers. The KX-NCP allow easy access to a whole host of business communication applications via a range of smart and intuitive wired and wireless devices, such as IP telephones, advanced digital phones, softphones for PDA, DECT wireless portable stations, as well as standard analogue extensions.

- The KX-NCP system is extremely cost effective. As an example, Mobile integration can help businesses manage their business hours and employee availability using "one number" to reach employees who remain mobile, while still be aware of mobile employee's availability and presence.
- Eco-friendly. It does not only helps to save electricity, but the mobile integration can potentially help your company to reduce your overall carbon footprint by helping to reduce travelling costs.
- Comes with 2 years ALL Risk Warranty.

Colour Laser All-in-One (AIO): KX-MB3010CX

- All-in-one Laser Multifunction is cater for real business productivity.
- High Speed laser printing (A4) up to 32ppm
- 2400 x 1200 dpi print resolutions enhanced
- Network colour scanner
- Duplex print and copy
- Print from e-mail server (PDF, TIFF, JPEG)
- High volume copying with high speed output up to 32 pages per minute, 50-page automatic document feeder and 520-sheet capacity input tray

Colour Laser All-in-One (AIO): KX-MB3020CX

- All-in-one Laser Multifunction is cater for real business productivity.
- High Speed laser printing (A4) up to 32ppm
- Super G3 Fax at 33.6kbps
- 2400 x 1200 dpi print resolutions enhanced
- Network colour scanner
- Duplex print and copy
- Print from e-mail server (PDF, TIFF, JPEG)
- High volume copying with high speed output up to 32 pages per minute, 50-page automatic document feeder and 520-sheet capacity input tray

DECT Phone: TG6411ML

- The suave talk champ with large 1.8- inch LCD and illuminated keypad that makes talking such a breeze on both you and your wallet – anytime of the day.
- An eco-friendly DECT phone which helps save up to 63% of electricity
- Hands free speaker phone on handset
- Large text display mode
- Illuminated keypad
- Multiple handsets (up to 6)

DECT Phone: TG7341ML

- Talk savvy with TG7341 with **answering machine**, the ingenious talk hero that helpfully saves messages while you're out and about – so you'll never ever miss any important calls, and still enjoy flexible days ahead
- Call waiting caller ID
- Call screening with telephone answering machine
- An eco-friendly DECT phone which helps save money and electricity
- Hands free speaker phone on handset and base unit.
- Speed dial up to 10 numbers
- Multiple handsets (up to 6)

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 or call our Customer Care Centre at 03-5543 7600.

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