DIGITAL TELEPHONE SOLUTIONS FOR SMALL TO MEDIUM BUSINESS

DX

- Boost Productivity
- Save Money
- Improve customer relations

SAMSUNG

Digital *Communication*Solutions

The **Samsung DX** range of digital telephone systems have all the benefits of larger, more expensive digital telephone systems but with the small to medium customer in mind.

As the saying goes "If you want to be a larger business tomorrow, sound like one today". Larger businesses have benefited from digital telephone systems for some time now, and now with the **Samsung DX** digital telephone system, small business can enjoy the same advantages without paying a price premium.

Samsung telephone systems have been extremely successful in Australia with more than 70,000 systems installed. Samsung are committed to continuing this success by investing heavily in research and development to ensure its products are technology leaders together with a strategic focus on quality. All Samsung products are manufactured under a stringent quality management system, which is ISO 9000 accredited. The result is the Samsung DX - a feature packed, quality product designed for Australian conditions.

With a proven record of reliability and extensive experience, Samsung now brings you the cost effective digital DX Telephone systems - easy to install and use with advanced digital functionality - just perfect for any size small to medium business.

TRUE DIGITAL TECHNOLOGY

Just as you wouldn't purchase a "new" 386 computer, no matter how cheap, the same approach applies to telephone systems. Digital telephone systems provide a lot more than yesterday's analogue technology. Digital telephone systems allow you to connect to digital telephone lines (ISDN), and provide the latest innovative telephony solutions such as automatic call distribution, automated attendant, integrated digital voice mail, least cost routing and computer telephony integration. Although all these features may not be required today, they provide the opportunity to upgrade in the future without redundancy of existing equipment.

RANGE OF TELEPHONES

The **Samsung DX** supports a range of digital handsets that combine smart design and powerful functionality to meet the demands of your business. The display handset provide a 2 line 16 character LCD display with associated menu driven prompts, and 24 programmable soft keys 8 with tri-coloured LED's that can be programmed for line appearances, extensions or for features that you use all the time. All handsets provide handsfree operation as a standard feature.

The Samsung DX also supports standard analogue telephones, modems, fax machines or cordless phones.

EASY TO USE

The Samsung DX is a dream to use. All the features you use frequently can be programmed on buttons for simple one touch operation. No need to keep referring to your user guide. Accessing the multitude of intelligent features is easy with "help" prompts intuitively appearing on your display to guide you.

EASY TO GROW

The Samsung DX is designed to grow as your business grows. The DX408 comes fully equipped for up to 8 extensions, whilst the DX816 comes fully equipped for up to 16 extensions, which means that there are no expensive additions to the main switching system when you need extra extensions.

ISDN

The Samsung DX408i and DX816i allow connection to digital telephone lines (i.e. ISDN - Integrated Services Digital Network). ISDN is now the norm for business lines around the world, offering a number of benefits to your business, including: a dedicated number for each of your staff so that customers can call them directly, and faster access to the Internet, all while reducing your overall costs.

And to ensure that your business can take advantage of future multimedia applications, the Samsung DX can support ISDN extensions to provide up to 128kbps to the desktop.

CALLING LINE IDENTIFICATION (CLI)

With network Caller ID services, the Samsung DX allows you to see who is calling you by simply glancing at your LCD display. You can also associate names with up to 100 numbers (DX408i) or 200 numbers (DX816), which makes it easy to personalise your greeting for all incoming calls. Review up to the last 50 calls that your extension has received, store the Caller ID for calling at a later date. Or while on a call, see who the next caller is before deciding to take the call, or allowing it to go to voicemail.

COMPUTER TELEPHONY INTEGRATION

The Samsung DX range offers a Computer Telephony Integration (CTI) package that is simple to set up, easy to use and a cost effective tool which can improve the operation of almost any organisation. It offers features such as screen popping customer records based on CLI, PC based telephone operation, and message and contact management. Microsoft TAPI compliant, it is compatible with a wide range of industry software, including Microsoft Outlook.

INTEGRATED DIGITAL VOICEMAIL

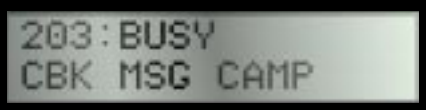
The Samsung DX integrated digital voicemail option ensures that you will no longer miss those important calls. When you cannot answer the call, detailed messages can be received and acted upon efficiently without playing "telephone tag". And with a fully integrated digital system simplicity of operation is the key as the programmable soft keys on the DX handset can access many of the voicemail features.

SAVE, SAVE, SAVE - LEAST COST ROUTING

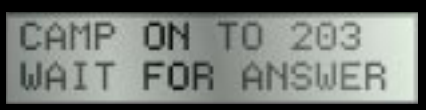
Keeping a lid on call costs is a challenge for most small businesses. The Samsung DX has the intelligence to help you save money on call costs, and therefore will pay for its self in no time. The Samsung DX comprehensive Least Cost Routing software allows you to take advantage of competitive network carrier rates by allowing you to automatically select different network carriers for different times or for different call types including local, long distance, international and calls to mobiles.

INTELLIGENT DISPLAY

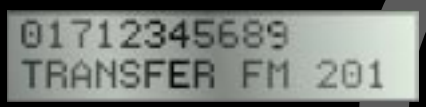
Idle display shows extension, name, day, date and time.



This extension is calling extension 203 which is currently busy.



This extension is camped-on to extension 203 and is waiting for an answer.



This display shows a call that has been transferred from extension 201.

526:JIM MORGAN
DIAL VIEW EXIT

The integral system telephone directory – accessible at the touch of a button.

JOHN SMITHSON
27/TELESALES

This display shows who is calling and who they are calling – ideal for call centres.

005 calls in
queue now

There are five calls currently waiting to be answered by the ACD group (DX 816 only)

longest wait
time is 02:24

The longest call on hold (waiting to be answered) is two minutes and 24 seconds (DX 816 only)

SAMSUNG DX – Experience the power and performance

SYSTEM FEATURES

Account Codes
All Call Voice Page
Attention Tone
Authorization Codes
Auto Attendant
Automatic Call Distribution
Automatic Hold
Background Music
Call Forwarding incl external
Call Hold (System & Exclusive)
Call Park and Page
Call Pickup
Call Waiting/Camp On
Chain Dialling
Class of Service
CLIP (Calling Line Identification Presentation)
Computer Telephony Integration (CTI)
TAPI
Conference
Add On (5 parties)
Unsupervised
Data Security
Direct Dial In (DDI)
Direct Inward System Access (DISA)
Direct Trunk Selection
Directory Names
Distinctive Ringing
Door Lock Release (Programmable)
Door Phones
Door Phone Night Ring
Executive Barge-In (Override)
Executive/Secretary Pooling
External Music Interfaces
External Page Interfaces
Flexible Numbering
Flexible Ringing
Hot Line
In Group/Out of Group
Incoming Call Distribution
ISDN -Basic Rate
Least Cost Routing
Live System Programming
Meet Me Page and Answer
Message Waiting Indications
Microphone On/Off Per Station
Music On Hold-Flexible
Night Service
Automatic
Manual
Operator Group
Orbit Parking
Overflow
Operator
Station Group
Paging
Power Failure Transfer
Programmable Timers
Remote Programming-PC
Speed Dial Numbers
Speed Dial By Directory
Station Hunt Groups
System Alarms
System Directory
Station Message Detail Recording (SMDR)
Toll Restriction (Call Barring)
Trunk Groups
Voice Mail Integration
Walking Class of Service

STATION FEATURES

Appointment Reminder
Background Music
Busy Station Callback
Busy Station Indications (BLF)
Call Forwarding
Call Pickup
Dial By Name
Direct Station Selection (DSS)
DND Override
Do Not Disturb
Door Lock Release
Exclusive Hold
Group Listening
Handsfree operation
Headset Operation
Hearing Aid Compatible
Message Waiting Light
Off-Hook Ringing
Off-Hook Voice Announce
Programmable Keys
Redial - Last /Saved Number
Ring Modes (3)
Station Lock
Tri-Coloured LED's
Volume Settings
Wall-Mountable Keysets

DISPLAY FEATURES

ACD Supervisor display
Called Group name
Calling party Name or number
Date & Time
Enhanced Station Programming
Indial Number & name
Menu operation

***Please note** - not all features are available on all systems. Some features may require optional hardware or software.*

SAMSUNG DX HANDSET FEATURES

1 Intelligent Display

The clear, easy to read and scrollable two line display provides a wealth of information about incoming or outgoing calls, directory listings, appointment reminders and waiting messages. One glance at your display will show the number or name of who is calling you (calling line ID option), or the number dialled by the caller, i.e. Yellow Pages.

2 Menu Driven prompts

The three soft keys associated with the Intelligent Display allow users to easily access the full functionality of the Samsung DX. Prompts intuitively appear on the display dependent on the status of the call you are currently handling. For example, if a call is on hold or being transferred to another extension, the display shows what options are available.

3 Tri-Coloured Light Indication

The tri-coloured LED lights on the handsets associated with 8 programmable keys allow the user to identify the status of different calls on their own handsets, or other handsets. Green lights indicate the users call, red lights indicates other calls on the system, with amber lights showing recalls.

4 Programmable "soft" keys

One touch programmable "soft" keys can be programmed for line appearances, internal extensions or for features that you use all the time, allowing each handset to be programmed to suit the specific requirements of each user.

SAMSUNG DX SYSTEM CAPACITY	DX408	DX408i	DX816	DX816i
PSTN Analogue Lines (max)	4	0	2 min - 8 max	2
ISDN Digital Lines (Basic Rate Channels)	-	2 (4 channels)	-	4 (8 channels)
Total Extensions	8	8	16	16
Digital Stations	4	4	12	12
Analogue Stations	4	4	4	4
Data Extensions (ISDN 128kbits)	-	2	-	4
Music Sources	1 external or tone	1 external or tone	1 external, 1 AA or Tone	1 external, 1 AA or Tone
Direct Indial numbers	-	20 numbers	50 numbers	50 numbers
Calling Line Identification (CLI)	-	ISDN	PSTN	ISDN
Trunk Groups	2	2	4	4
Station Groups	4	4	10	10
ACD Groups	0	0	3	3
Pick up Groups	4	4	8	8
Account Codes	100	100	200	200
Authorisation Codes	10	10	30	30
CLIP numbers (translation table)	-	100	200	200
CLIP Review blocks	-	100	340	340
Auto Attendant	No	No	4 channels	4 channels
Least Cost Routing	Yes	Yes	Yes	Yes
Total Speed Dial Locations	300	300	500	500
System speed Dialling	200	200	300	300
Station speed Dialling	100	100	200	200
External Page Zones	1	1	1	1
SIO Ports	1	1	2	2
Remote Programming/support	Yes	Yes	Yes	Yes

All specifications are at maximum capacity. Not all maximum capacities can be achieved simultaneously.

For further information contact your
Authorised Samsung DX Dealer

AUTHORISED SAMSUNG DX DEALER

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SAMSUNG

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Samsung's policy is to seek continuing improvement therefore specifications listed may be subject to change.

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