



The TSX 50 Phone System

Designed for your company's future,
built for your business today

British
TELECOM

TSX 50 PHONE SYSTEM





Tomorrow's phone system, right now!

The British Telecom TSX 50 Phone System has been designed for your company's future, but is available for your business today. It can grow as your company grows, and has the potential to meet tomorrow's technological advances and business opportunities in communications technology.

Installed in your business *right now*, it could transform the way you perform, the way you sound, and the way you are perceived both by staff and most importantly, in the eyes of your customers. Yet despite its superb engineering it's inexpensive, reliable, easy to use, and adaptable to almost any type of business.

Making calls has never been simpler and operators will find they can handle *more*, in *less time*, with far greater *accuracy* and *control*.

Taking calls can become so much more professional, with more calls being dealt with more effectively. Frustrated customers and lost opportunities become things of the past.

Call handling and the whole range of internal communications are improved with the TSX 50, saving time and enhancing staff and customer relations through facilities like automatic diversion, call back messages and conference connection.

Call information and management provides you with all kinds of data on phone traffic and extension usage, enabling you to manage your communications resources, controlling costs and improving service.

The TSX 50 represents British Telecom's understanding of modern business needs and current technology. And by dealing with us, you can take advantage of a complete service, and unrivalled resources in installation and maintenance.

Better business communications – now and into the future

Installed in your reception area, the TSX 50 says much about your company – how it does business, how it communicates, and where it's going.

Professional call handling – at a keystroke

The TSX 50 will enable you to handle calls better and faster – good for customer relations and good for the growth of your business.

With its easy to use keyboard, and helpful LCD showing the status of each call, good operators turn into great ones, improving your internal and external communications, providing a more professional response to callers, and enhancing the image of your company at every keystroke.

The console keyboard itself has been developed from a successful, proven design. The 26 function keys give precise control over the system, making call handling with the TSX 50 far faster.

And the console has facilities for calls to be answered in *sequence*, or by *priority* – a group of sales lines for instance, where fast customer response time is at a premium.

It all adds up to better contact with more satisfied customers, and opportunities to capture more business through improved communications.

Sleek looks to match the performance

The TSX 50 looks as sleek as the way it performs – compact, powerful, sophisticated, unobtrusive and professional. It's been designed to enhance any reception area, and quietly announce to visitors that yours is an efficient, modern business.

Even the control unit can be installed in the reception area, because it's been carefully styled and operates silently.

And the console itself, although extremely sophisticated in capability, is no bigger than a micro computer keyboard, leaving plenty of space for message taking and other paperwork.



Streamlining sales and service

Customer contact throughout your business will be streamlined by the TSX 50 Phone System.

There are no gimmicks. Simply a range of facilities developed to match the needs of your business communications with existing and potential customers.

It isn't just your operator who will be able to handle calls more easily; the TSX 50 Phone System offers everyone in the company a new standard of communications. People can contact each other more easily, and ensure they stay in touch with message-leaving facilities, paging, three-way conversations, automatic call diversion when they're away from their desks or in another office, abbreviated dialling, and a host of other features designed to make working life easier and more effective.

With the TSX 50, you'll find your staff can handle sales and service calls with a level of efficiency that customers will be quick to notice.

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Options to suit your type of business

The TSX 50 Phone System is adaptable, and can be tailored to suit most types of business. With a current capacity of up to 24 exchange lines and 80 extensions, and a range of state-of-the-art facilities, you can have the system to match your requirements, with the minimum of disruption.

Controlling costs

The TSX50 provides a comprehensive call information facility that enables you to control costs and allocate resources more effectively, by providing an automatic monitor on the calls made from each extension.

Designed to expand with your business

The TSX 50 Phone System is available now. It's designed to provide you with a leading edge in business communications but equally as you expand, and as digital technology provides new communications opportunities in the future, so the TSX 50 has the potential to stay abreast and grow with you. The TSX 50 guards against expensive replacement as things change and develop, and as the telephone network becomes more sophisticated.

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Extending your TSX 50 further – the TX 14

The TSX 50 Phone System is compatible with ordinary extension phones.

If you want to extend its capabilities even further, however, the TX 14 Feature Phone is what you need.

It's the ideal extension, helping you and your staff to exploit all the time-saving features of your new system to maximum effect. With the TX 14

- facilities are available at the push of a button
- there is no need to remember codes
- the LCD leads you through the options available

Making calls is consistently *accurate*, with an LCD display confirming the keys you have pressed. Much *faster*, too, with each extension user able to program up to 15 of their most frequently called numbers into their TX 14 for automatic dialling at the touch of a button. And to make life simpler and save time, the TX 14 has an automatic *re-dial* facility for engaged numbers.

There's even a *time display* with a stop watch facility for timing calls exactly, especially useful when calls to clients have to be re-charged or otherwise accounted for.

Taking calls more effectively is also a major benefit of the TX 14. *External* incoming calls can be picked up and dealt with by a TX 14 extension instead of the TSX 50 console – useful as relief cover when a dedicated operator is unavailable; a *second* LCD on the TX 14 displays the state of incoming calls.

When receiving *internal* calls, the LCD displays the caller's extension number, so you know where the call's coming from before you pick it up.

And the TX 14's built-in *loudspeaker and microphone* allow you to continue working, if you wish, whilst dealing with phone calls.

Handling calls is made easy and highly productive with the TX 14. If you're leaving your extension unmanned, you can program it to automatically *divert* your calls to another extension.

It's also particularly suited to use as a manager/secretary unit covering one or more managers. The second LCD shows who a call is from, who the call is for, and whether the manager is free or busy. And when the secretary is absent, the display shows that the call is unscreened.

The TX 14 is also an excellent replacement for a key and lamp unit. It allows selection of up to 14 different lines, with a line display capable of showing clear symbols rather than a lamp with confusing flash rates.

Calls can be held and retrieved by any TX 14, to increase your call handling capability.

When you decide on the *TSX 50* for your business, why not take full advantage of its facilities by choosing the *TX 14 Feature Phone* too?

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Technical Summary

Maximum capacity: 24 exchange lines (MF or LD), 80 extensions, 8 private circuits
Switching: Digital switching
Control: Stored microprocessor program
Private circuit capability: DC5A and AC15A
Extension telephones: Approved loop disconnect and MF4 telephones plus TX 14 Feature Phone
Console connection: Up to 200m from the equipment cabinet

Power: 240V, 50Hz. Maximum consumption 200W (with current design). Highly efficient, very quiet, plus low power consumption
Environment: 0°C to 40°C
Relative humidity: 10% to 90%
Dimensions: Cabinet: 559 x 432 x 304mm
Console: 409 x 231 x 110mm
Cabinet, wall mounted: 21kg (fully equipped)

Systems Features

Abbreviated Dialling
Access Codes
Alarms
Automatic Diagnostics
Automatic Extension Release
Automatic Wake-up
Background Music*
Barring - Extension-to-Extension
Block Data Entry
Callback on Busy
Call Direction
Call Diversion
Call Information Logging*
Class of Service Options
Conference (3 party)
Console
Console-less Operation
Console Hold, Extension Retrieve
Data Dump and Load
Data Entry and System Security Code
Data Entry and User Security Code
Data Line Security
Default Numbering Plans

Dial Tone Options
Digital Switching
Direct Inward Access
Direct Inward System Access (Private Circuits)
Discriminatory Barring (2 plans)
Distinctive Ringing
Earth and Timed Break Recall (TCLEs)
Emergency Switching
Executive Intrusion
Extension Metering/Temporary Trunk Barring
Extension Transfer Security
External Call Diversion
Features Reset
Hold
Hunt Groups
Incoming Call Identification
Intrusion Security
Last Number Redial
Linked Numbering Scheme
Manual Extension
Message Waiting
MF or Loop Disconnect Extension
MF or Loop Disconnect Exchange Lines

Music on Hold*
Networking
Night Service Dial Answer
Night Service (Unattended Operation)
Numbering Plans (Flexible)
Operator Access
Operator Functions
Overflow
Paging*
Pick-up Groups
Printer Port
Private Circuits
Ring Group
Status Display
Tone to Pulse Conversion
Trunk Alarm Control
Trunk Groups and Trunk Access
TX 14 Feature Phone
Wait for Dial Tone
Wait-on-busy

*additional equipment required

Console Features

Alarm Indication
Call Queuing
Call Status Display
Split and Both
Extension to Extension Barring
Hold (3 circuits)/Retrieve

Incoming Call Identification/Selective Answering
Intrude
Last Number Redial
LCD Time Display
Night Service Indication
Overflow

Paging
Reminder (Auto Wake-up)
Trunk Busy-out
Waiting Return

If you would like further information on this or other British Telecom phone systems, please dial 100 and ask for FREEPHONE TELECOM SALES. The operator will connect you to your nearest British Telecom sales office where you can discuss your needs.

Whilst we do our best to supply our customers with the equipment for which they ask, we reserve the right to supply equipment which does not accord exactly with the descriptions and illustrations in this leaflet.

Nothing in this brochure forms part of any contract.

APPROVED for connection to telecommunication systems specified in the instructions for use, subject to the conditions set out in them.

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