

Panasonic



Solutions for Hospitality

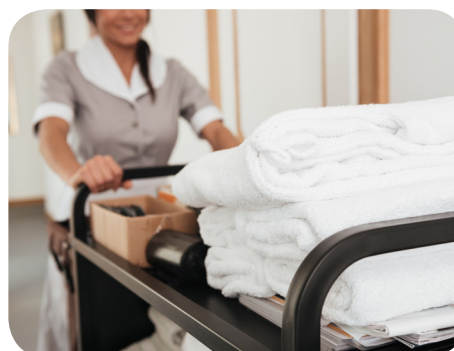
Complete, End-to-End Solutions for the Hospitality Industry

Lodging and event service providers continue to be confronted by the dual challenges of an evermore demanding clientele coupled with a saturated market. Leveraging cutting-edge communications technologies that enhance services while driving efficiencies keeps you ahead of the curve and the competition. Panasonic answers the call with an unmatched breadth of Unified Communication Solutions especially suited for challenges faced by the hospitality industry.

Hotel Staff

Improve Efficiencies and Streamline Operations

- Quickly reach staff on or off the premises
- Expedite call handling using visual interface, improving guest experience
- Integrate Property Management System (PMS) software with communications system
- Advanced handling of emergency calls, such as 911



Guests

Experience Improved Customer Service

- Enjoy faster check-in and check-out
- Reach live personnel more quickly



Owners/Operators

Improve your Bottom Line

- Improve RevPAR and enhance brand image
- Increase staff efficiency
- Peace of mind with powerful Panasonic warranties
- Cost savings with financing options and promotions



Challenge:

I need a communications system that works with different kinds of phones and integrates with my existing PMS software.

Solution:

Panasonic KX-NS Communications Systems

KX-NS700 Compact Hybrid Communications Platform



Supports legacy digital infrastructures and provides a seamless migration path for businesses transitioning to IP with a flexible, cost-effective solution capable of scaling to meet the needs of today's increasingly mobile and evolving business environment.

KX-NS1000 Large-Capacity IP Communications Platform

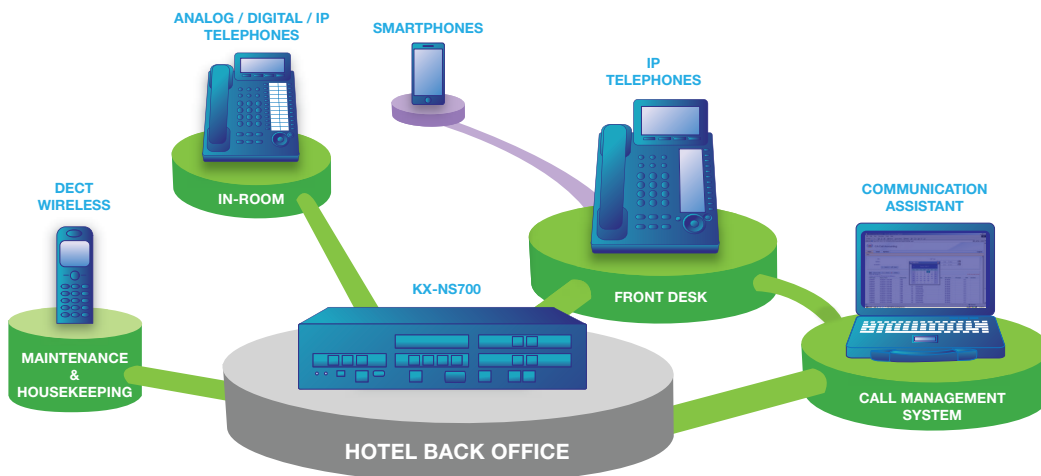


Enables organizations to unify and integrate a wide range of devices onto a single network. Offering centralized, multi-site, web-based programming and more, the platform can handle communications for up to 1000 users and 16 branch locations while featuring flexible resiliency and survivability via One-Look Networking.

BENEFITS:

- Flexible. Expand the system as needs change.
- Connect to IP, digital or analog phones.
- Powerful cordless capability—ideal for mobile staff within the facility and staying in touch with housekeeping and maintenance.
- Built-in unified messaging giving all rooms voicemail capability. Voicemail to email feature delivers important voice messages to a PC or smartphone as an audio file freeing your staff from dialing into the system.
- Easy integration with existing PMS* improves efficiency via automation.
- Support for administrative staff using digital or IP phones with full PBX features.
- Support for analog and IP in-room phones using standard technology*.
- Support for Advanced Emergency Dial features*.

*Contact your Panasonic representative to determine compatibility.



Challenge:

I need an easy way to reach our housekeeping and maintenance staff at any time, no matter where they are on the property.

Solution:

Panasonic DECT Wireless Handsets



Ruggedized model features IP65 dust & splash resistance—ideal for maintenance and housekeeping.

DECT Wireless Handsets replace expensive, legacy walkie-talkie systems.

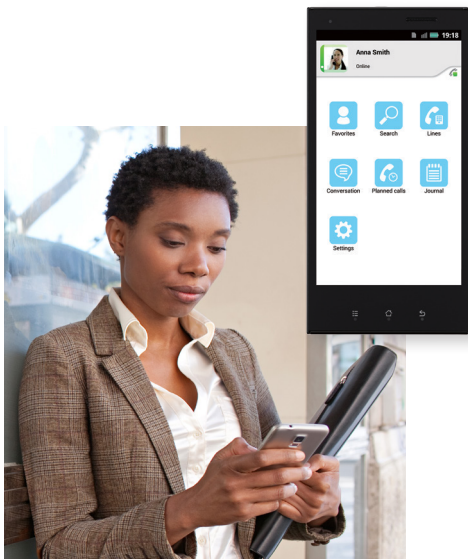
DECT Wireless Handsets replace expensive, legacy walkie-talkie systems and give hotels and lodging operations an ideal mobility solution, assuring staff can always be reached anywhere on the property. DECT Wireless Handsets are connected to your phone system, so you can instantly reach your maintenance personnel whether they're by the pool or on the roof simply by dialing the extension. Or quickly connect with the housekeeping staff when you need to reroute them to another room. The system enables seamless call hand-over throughout your facility so the staff can walk from one end of the property to the other without transmission interruption. We even have a ruggedized model that's IP65 dust and splash resistant and stands up to occasionally being dropped.

Challenge:

Our staff is constantly mobile and often off site. We need a seamless way to keep them connected to the system.

Solution:

Panasonic Media Relay Gateway



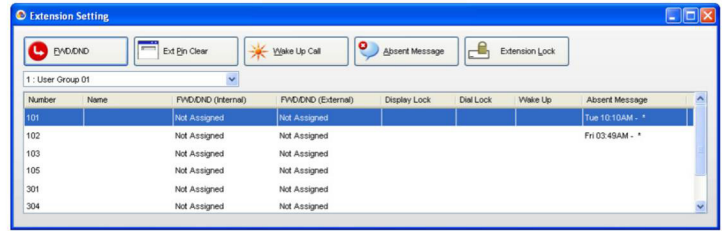
Panasonic Media Relay Gateway is a proprietary technology that lets employees turn their smartphones into extensions of their desktop phones with the use of an app. So when employees are out on the road, they can still enjoy all the functionality of their desktop phone and be reached simply by dialing their extension, just as if they were in the office. An Internet connection is all that's required.

Challenge:

I need an easy-to-use call management system with back office communications support.

Solution:

Communication Assistant Productivity Application Suite



Number	Name	FWD:DN (Internal)	FWD:DN (External)	Display Lock	Dial Lock	Wake Up	Absent Message
101		Not Assigned	Not Assigned				
102		Not Assigned	Not Assigned				Tue 10:10AM - *
103		Not Assigned	Not Assigned				
105		Not Assigned	Not Assigned				
301		Not Assigned	Not Assigned				
304		Not Assigned	Not Assigned				

Operator Console

Panasonic Communication Assistant (CA) is a highly-intuitive communication solution that easily integrates with the Panasonic TDE, NCP and NS platforms. Visual and intuitive call handling allows receptionists or operators to manage calls via simple drag and drop. Easily set and manage wake up calls via the GUI and lock the phones of checked-out guests with a single touch.

Communication Assistant also includes an IP Softphone module so your conference and events sales force can use a PC to connect to the phone system when out on the road.



KX-NT556 6-Line IP Telephone

Communication Assistant easily integrates with the Panasonic legacy and NS platforms.

Challenge:

How can we leverage our phone system to make operations more efficient?

Solution:

Room control functions performed directly on Panasonic phones

Select Panasonic 6-line phones let operators and front desk personnel quickly and easily control room status functions directly from the phone. Alternate between Check In/Out, Cleaned-up and set wake-up calls directly on the phone.

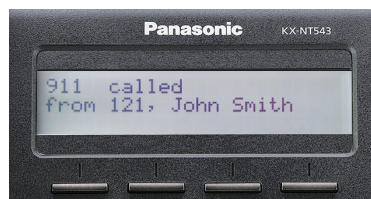
Challenge:

I need to know when emergency or potentially fraudulent calls are placed from guest rooms.

Solution:

Dial-Out Notification with Fraud Protection

Dial-Out Notification application software instantly alerts hotel management or other predefined recipients via phone, email or text when 911 is dialed from a guest room. This ensures front desk workers can quickly direct EMTs to the room upon their arrival. Dial-Out Notification also helps prevent fraud by rejecting unauthorized call transfer or conference attempts from guest rooms so the hotel isn't billed for a call between two overseas parties.



Integration with Third-Party Providers



Property Management System interface (PMSi) powered by MTS, is a PMS application that syncs with the Panasonic KX-NS700 and KX-NS1000 communications platforms. PMSi includes powerful features that improve staff productivity, save on energy costs and enhance guest experiences through seamless integration to all hotel systems and connected third party systems. PMSi connects with other hardware and hotel/hospitality applications such as Oracle Hospitality Opera 5.5 and Silverbyte.

- Front Office System (FOS) Control for the following features:
 - › Check In / Check Out
 - › Call Restriction Control
 - › Wake Up Call
 - › Support for Maid Codes for Room Control
 - › Name Change for Rooms
 - › DND and Message Waiting Lamp Control
 - › Voicemail Integration
- Activates alarms upon device failure, inactivity or idle, or any other defined activity. All activity for all devices is recorded in a log file for troubleshooting.
- Support for third party vendors that support FIAS protocol.



In addition, the Panasonic KX-NS700 and KX-NS1000 communications platforms are interoperable with the Teledex and TeleMatrix brand VoIP phones from Cetis, giving our customers an additional layer of flexibility to meet their communications needs.

Flexible, Powerful Lease Options

Panasonic Business Finance can provide flexible financing on your purchase.

- Minimum Initial Investment
- Deduction as Business Expense = Lower Net Cost
- Protection from Obsolescence

For more information, call 888-479-9111
or visit <http://www.marlinleasing.com>

Finance agreement lessee to be with corporate entities only.



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limited-time promotions and special offers.



us.panasonic.com/uc-hospitality
solutions.uc@us.panasonic.com

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