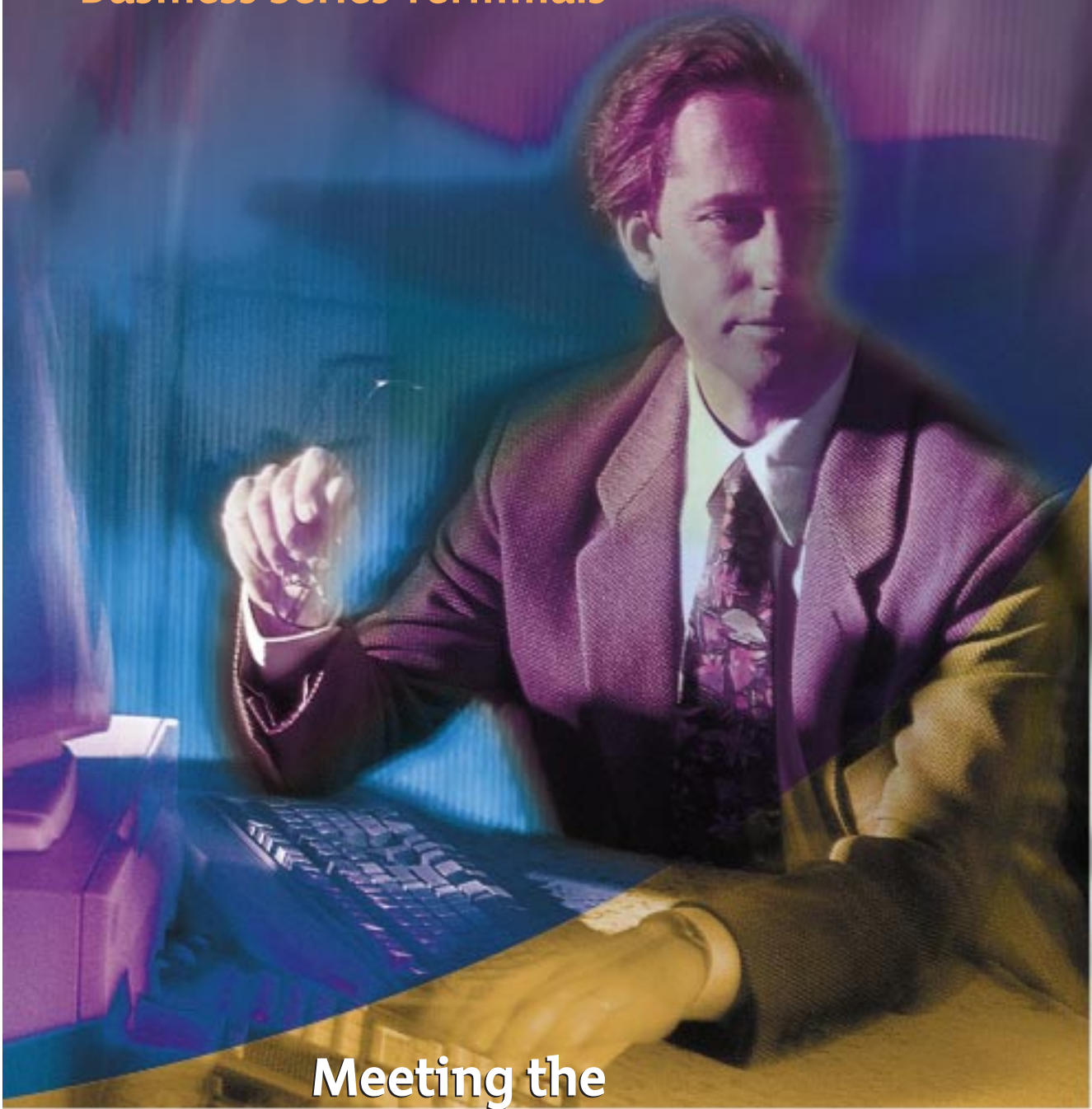


Business Series Terminals



Meeting the
Reliability and
Flexibility

Requirements
of Your Growing
Business

NORTEL
NETWORKS™

How the world shares ideas.



Your telephone

is the lifeline of your business. It's a direct line to your customers, suppliers, remote offices, and other key business contacts. You need proven reliability, and the Business Series Terminals from Nortel Networks offer one of the highest reliability ratings in the industry.

You want to focus your energies on building your business—not on training end-users and fielding support calls. All Business Series Telephones are equipped with an integrated LCD Window that guides you through the features of your phone while you are using it so you and your employees can leverage robust functionality without wasting time in training classes. Business Series Terminals offer rich features and enhanced capabilities that provide telephony solutions for a broad landscape of users—ranging from the needs of users with low call traffic patterns and minimal feature requirements to the more demanding needs of high-volume users and business executives.

Business Series Terminals provide a seamless interface to the system platforms and critical applications that enable successful business communications. Full backward and forward compatibility with all releases of Business Communications Manager (formerly known as Enterprise Edge) and Norstar communications systems provides investment protection and offers a cost-effective migration path. Nortel Networks—with over 12 million sets deployed in over 80 countries—is the leader in business communications systems and can help you cost-effectively scale your voice systems to meet increased business demands.



1 CALL LOG—You can easily find out exactly who has called while you were away from your desk. The Call Log leverages Calling Line Identification (CLID) services to show a record of incoming call information—including date and time of calls as well as number or repeated attempts.

2 SOFT KEYS—Communications are further simplified by three soft keys on the T7316 and the M7324 that let you select the appropriate action with just one-touch of a key—without the need to remember cumbersome commands.

3 RELEASE BUTTON—No need to lift and replace the handset to hang-up after a handsfree call—just press the release button.

4 BUILT-IN SPEAKER—High-quality audio enables handsfree conversation, background music, group listening, and paging announcements. A crisp speaker saves your neck and ear during long calls and avoids any conversation distortion.

5 VOLUME CONTROL BAR—You can easily and quickly adjust the ringer, handset, headset, or speaker volume by merely tapping the volume control bar to accommodate soft-spoken customers or to hear an important incoming call when you step away from your desk.

6 MUTE BUTTON—You can use the mute button to listen without being heard.

7 LCD WINDOW—The Business Series Terminals have LCD Windows that walk you through Norstar and Business Communications Manager features

step-by-step so you can easily transfer calls, establish conference calls, respond to messages, and leverage network and application services. The LCD Window will identify the person calling before you answer if you subscribe to CLID services from your voice services provider. The LCD Window allows you easy access to advanced applications—such as Voice Mail, Fax Messaging, and Dial-by-Name—without the need for studying instruction manuals.

8 MEMORY BUTTONS—Need quick access to the numbers of your most important customers? You can easily program frequently used numbers for one-touch-dialing. You can also program the memory buttons for quick access to system features or network services. The choice is yours—customize the phone for the way you work.

9 FEATURE BUTTON—Just press this button to quickly program or use one of the many features on the Norstar and Business Communications Manager voice platforms.

10 PROGRAMMABLE BUTTONS—You can easily customize each phone to meet the needs of each user. Buttons can be programmed as lines, intercoms, autodial numbers, or features. For example, if you meet frequently with customers in your office, you can program a button for “Do Not Disturb” and avoid interruptions by merely pressing a button.

11 HOLD—A simple touch of a button places callers on hold—with tones or music to assure them that they have not been disconnected. External calls on hold

play periodic reminder tones, and Exclusive Hold—available as a simple feature code—prevents co-workers from inadvertently picking up your call from their sets.

12 INTERCOM—You can improve intra-office communication and allow employees to talk without tying up external phone lines. The Intercom key leaves lines free so your customers can always reach you.

13 HANDFREE BUTTONS—With one-touch, hands-free operation, you can place or answer calls without picking up the handset.

OTHER FEATURES

Business Series Terminals have a broad range of additional features, including discriminating ringing, bilingual capability, automatic set relocation, wall-mount capability, and built-in headset jacks. You can also add a Doorphone so that your employees can speak with visitors outside the building and even open a locked door right from the Business Series Terminal.

Nortel Networks offers a consistent look-and-feel across the entire product line to maximize ease-of-use, minimize training requirements, and provide investment protection as you grow your company. Just select the system that fits your needs today and add capacity and sets as your business grows. Business Series Terminals offer rock-solid reliability and allow you to smoothly integrate your voice and data infrastructure over a common network and take advantage of powerful business applications—such as Automatic Call Distribution (ACD), Computer Telephony Integration (CTI), Speech Recognition, and Integrated Voice Response (IVR)

Business Series Terminals

from Nortel Networks



T7100 BUSINESS SERIES TERMINAL

The sleek and simply designed T7100 delivers Norstar and Business Communications Manager features and reliability to low-traffic areas—such as lobbies, office kitchens, reception rooms, and breakrooms. This single-line telephone is an easy-to-use but highly functional telephone set with a programmable Memory Button and a 16-character LCD Window.

T7208 BUSINESS SERIES TERMINAL

The T7208 is uniquely suited for lower internal and higher external calling volumes, and it supports up to eight lines and frequently used features. This multi-line telephone offers eight memory buttons, a 16-character LCD Window, and a headset jack. The T7208 is a cost-effective solution for users needing only a few programmable features and/or autodial numbers. It is well-suited for reception areas and for workstations with moderate call volumes and activity—as well as areas with shared telephones, such as manufacturing plants, retail departments, or repair centers.



T7316 BUSINESS SERIES TERMINAL

This full-featured multi-line telephone has a two-line, 16-character-per-line LCD Window. The T7316 provides access to a total of 24 Memory Buttons, and it offers ample coverage for business call areas and support for feature-intensive usage. It offers three soft keys to assist employees using the visual display prompts on the LCD, and it is targeted toward the needs of a variety of user groups, including managers and executive professionals as well as central answering and administrative positions.



M7324 BUSINESS SERIES TERMINALS

The M7324 is an expandable telephone that supports heavy call volumes and offers robust features, including 24 Memory Buttons, three soft keys, and the LCD Window for one-touch access to a combination of 24 lines, features, and autodial numbers. This two-line telephone offers a two-line, 16 character-per-line LCD Window. One or two Central Answering Position (CAP) modules can be attached to add 48 Memory Buttons for each module to support additional lines, autodials or Business Communications Manager or Norstar features.



AUDIO CONFERENCEING UNIT

Extend voice connectivity to small-to-medium-sized conference rooms and offices using the Audio Conferencing Unit. You can plug it into any digital telephone jack, and it requires no additional telset, analog adaptor, or analog line cord. Based on a sleek, space-age design, it includes full-duplex technology and a keypad with a feature button that lets you easily access all the conferencing features available from the Business Series Terminals product family.



LCD Windows

Menu-driven LCD Windows and associated soft keys help make the Business Series Terminals the easiest-to-use telephones in the industry. The display prompts you through feature usage, lets you know when you have messages—and can even tell you who is calling before you pick up the phone!

Internal Messaging



Want to reach a co-worker away from his desk or on another call?



Simply touch the soft key marked "LATER"...



...then follow the message prompts on the display to send your message.

Message Waiting



A glance at the LCD Window shows whether you have a message.



Just press the soft key user "MSG" to identify the caller—then return or erase the call with the simple touch of a button.

Call Log



If you subscribe to CLID services from your provider, either Norstar or Business Communications Manager will automatically maintain a log of external callers...



...and let you know the number—and name, if available—of the caller.



You can quickly review the date and time of your call and determine how many times the caller tried to reach you.



And you can also identify the line on which the call came in and whether the call was answered by a co-worker.

Conference Calling



Establishing conference calls is simple—you just have to follow the prompts in the LCD Window. Make your first call...
...then make your second call,



which will automatically place the first call on hold.



Press the held line from your first call...



...and your conference call is complete!

The Business Series Terminals leverage the strength of the established Norstar Telephone Portfolio and provide the rock-solid reliability, ease-of-use, and cost-effectiveness required by both small and medium-sized companies. They deliver full integration with Norstar and Business Communications Manager features and support integration with advanced business applications.

Nortel Networks offers the proven reliability and robust feature sets needed to meet the demands of your growing business. Nortel Networks is number one in global market leadership, and the new Business Series Terminals allow you to deliver sophisticated voice applications while allowing users to immediately increase productivity and leverage sophisticated functionality.

Business Series Terminals that Complement Your Business

Built on the strength of the industry-leading Norstar Product Portfolio, the Business Series Terminals allow small and medium-sized businesses to deploy a modular solution that can scale as your business grows. The telephones support both the Norstar and Business Communications Manager system platforms and provide investment protection and clear migration paths.

As the next-generation telephones that build on the Norstar Telephone Portfolio, the Business Series Terminals offer the highest reliability ratings in the industry and set the standard for reliability and flexibility. These products can be deployed to support both the Business Communications Manager and Norstar systems with full backward-compatibility, so you can add them to existing voice infrastructure to cost-effectively scale voice connectivity as your business grows.

The Business Series Terminals leverage the features of the earlier Norstar Telephone Portfolio and add the following new features and benefits:

| | |
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| Streamlined Aesthetics | A smaller footprint frees up desk space |
| Strip Labeling | You can reduce the time and costs associated with Moves and Changes at the desktop level |
| Button Labeling Application | This downloadable software tool allows users to create and print customized labels for their T7100, T7208, and T7316 telephone sets |
| LCD with Tilt Display | Clearer viewing of information and message prompts in diverse lighting environments |
| Visual Ringing Lamp | Available on all Business Series Terminals to alert you that your phone is ringing when you are on another call or away from your desk |
| Audio Control Center with Headset and /Mute | Available on the T7208 and T7316 to let you quickly change the path and the volume of your call |
| Large Dial Pad | More friendly interface for enhanced productivity and ease-of-use |
| Six Additional Indicator Buttons | The T7316 now provides end-users with additional programmable buttons supported by LCD indicators internal extensions |



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For more sales and product information, please call your account representative or 1-800-4NORTEL

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