

# Panasonic

**Media Contact:**

Marcy Carmena, Cohn & Wolfe for Panasonic

(323) 602-1091 direct

[Marcy.Carmena@cohnwolfe.com](mailto:Marcy.Carmena@cohnwolfe.com)

[PanasonicB2B.PR@cohnwolfe.com](mailto:PanasonicB2B.PR@cohnwolfe.com)

## PANASONIC RECEIVES 2015 UNIFIED COMMUNICATIONS PRODUCT OF THE YEAR AWARD

*Panasonic's KX-NS700 Honored for Exceptional Innovation*

**NEWARK, NJ (March 31, 2015)** — Panasonic, a leading provider of business telephone systems, announced today that **TMC**, a global, integrated media company helping clients build communities in print, in person and online, has named the KX-NS700 as a 2015 Unified Communications Product of the Year Award winner.

The KX-NS700 is the latest addition to Panasonic's business telephone communications platform that is optimized for the growing SMB market. Its advanced features, like high-definition voice quality and seamless integration with desktop applications such as Microsoft Outlook, and simplified maintenance makes it an ideal communications solution for small to medium sized businesses offering the scalability to support up to 288 extensions with optional expansion units. Panasonic's next-generation Compact Hybrid Communication Server supports legacy digital infrastructures and provides a seamless migration path for businesses transitioning to IP—providing a highly flexible and cost-effective solution capable of scaling to meet the changing needs of today's increasingly mobile and evolving business environment.

"We are thrilled our new Smart Hybrid Communication System was chosen as the 2015 Unified Communications Product of the Year," said Gary Moeller, Product Manager for Panasonic System Communications Company of North America. "We're proud of our market-leading business telephone systems, and are honored to be recognized for our new communications platform and dedication to our SMB customers."

Key features of the KX-NS700 include:

- **One-numbered Extension:** Up to two extensions can be assigned the same extension number allowing calls to an office extension to be received simultaneously on a mobile phone for enhanced mobility.
- **Enhanced Voicemail:** Expanded voicemail system is capable of recording up to 24 channels simultaneously and storing up to 400 hours of data, as well as notifying users of new voice messages via email.
- **Call Center Solution:** Advanced call routing function provides all center functions without requiring an additional CTI server, improving overall efficiency and customer service capabilities for businesses with limited resources.
- **Auto Recording and Back-up:** Voicemail system can be used to automatically record customer conversations and save recorded voice data to USB memory or an external server via the internet to improve the customer experience and provide insights into customer service problems and opportunities.
- **Web-based Maintenance:** Leveraging its built-in web server, functions such as PBX and voicemail are programmable from HQ or remote sites via a web based console. Users can also utilize the web-based console to configure terminals.

"It gives me great pleasure to honor Panasonic as a 2015 recipient of TMC's Unified Communications Product of the Year Award for their innovative product, the KX-NS700," said **Rich Tehrani**, CEO, TMC.

"Our judges were very impressed with the ingenuity and excellence displayed by Panasonic in their groundbreaking work on the KX-NS700."

Winners of the 2015 Unified Communications Product of the Year Award will be published in the March 2015 edition of *INTERNET TELEPHONY* magazine.

#### **About Panasonic Solutions for Business**

Panasonic delivers game-changing technology solutions that deliver a customized experience to drive better outcomes—for our customers and our customers' customers. Panasonic engineers reliable products and solutions that help to create, capture and deliver data of all types, where, when and how it is needed. The complete suite of Panasonic professional solutions for government and commercial enterprises of all sizes addresses unified business communications, mobile computing, security and surveillance, retail point-of-sale, office productivity, visual communications (projectors, displays, digital signage) and HD video production. Panasonic solutions for business are delivered by Panasonic System Communications Company of North America, Division of Panasonic Corporation of North America, the principal North American subsidiary of Panasonic Corporation.

All brand and company/product names are trademarks or registered trademarks of the respective companies. All specifications are subject to change without notice. Information on Panasonic solutions for business can be obtained by calling 877-803-8492 or at [us.panasonic.com/business-solutions/](http://us.panasonic.com/business-solutions/).

#### **About Panasonic Corporation of North America**

Panasonic Corporation of North America provides a broad line of digital and other electronics products and solutions for consumer, business and industrial use. The company is the principal North American subsidiary of Osaka, Japan-based Panasonic Corporation and the hub of Panasonic's U.S. branding, marketing, sales, service and R&D operations. In Interbrand's 2014 annual "Best Global Green Brands" report, Panasonic ranked number five overall and the top electronics brand in the report. As part of continuing sustainability efforts, Panasonic Corporation of North America relocated its headquarters to a new facility, built to meet LEED certification standards, adjacent to Newark Penn Station in Newark, NJ. Learn more about Panasonic at [www.panasonic.com](http://www.panasonic.com).

#### **About *INTERNET TELEPHONY* magazine**

*INTERNET TELEPHONY* has been the IP Communications Authority since 1998™. Beginning with the first issue, *INTERNET TELEPHONY* magazine has been providing unbiased views of the complicated converged communications space. For more information, please visit [www.itmag.com](http://www.itmag.com). Follow *INTERNET TELEPHONY* magazine on [Twitter](#) or join our [Linked In](#) group. [Subscribe](#) or visit [www.itmag.com](http://www.itmag.com).

#### **About TMC**

TMC is a global, integrated media company that supports clients' goals by building communities in print, online, and face to face. TMC publishes multiple magazines including Cloud Computing, IoT Evolution, Customer, and Internet Telephony. TMCnet is the leading source of news and articles for the communications and technology industries, and is read by as many as 1.5 million unique visitors monthly. TMC produces a variety of trade events, including ITEXPO, the world's leading business technology event, as well as industry events: Asterisk World; AstriCon; ChannelVision (CVx) Expo; Customer Experience (CX) Hot Trends Symposium; DevCon5 - HTML5 & Mobile App Developer Conference; IoT Evolution Conference & Expo; SmartVoice Conference; Software Telco Congress; Super Wi-Fi Summit - The Global Spectrum Sharing and TV White Space Event; SIP Trunking, Unified Communications & WebRTC Seminars; Wearable Tech Conference & Expo; Fitness and Sports Wearable Technology (FAST) Expo, WebRTC Conference & Expo; and more. Visit TMC Events for additional information.

#### **TMC Contact:**

Rebecca Conyngham  
Marketing Manager  
203-852-6800, ext. 287  
[rconyngham@tmcnet.com](mailto:rconyngham@tmcnet.com)

###