

VoIP became simpler



Prima IP PBX

Prima VoIP became simpler

Integration of traditional telephone communications with Internet calls

Platan Prima is the first PBX in this class with an IP switching field, enabling cheap calls in VoIP technology. It offers advanced features such as voicemail and call recording.

It is a perfect solution for the SOHO market, micro-enterprises, small branches, service outlets or shops with fewer than 20 employees, as well as single- and multi-family houses. Prima is characterised by easy configuration and operation – ready to be used right after you unpack it.



Key features:

- **Plug & Talk** – a ready-for-use IP PBX in an elegant casing, with predefined producer's settings
- **Integrated VoIP** as standard – trunk (IP GW) and extension (IP EXT) ports
- **VEK® – VoIP Cost Eliminator:**
 - access to cheaper Internet telephony without any additional gateways or cards
 - a unique Call Through function – call via VoIP using your mobile phone
 - possibility of using VoIP phones
- Embedded **call recording** on an SD/SDHC card
- Integrated internal **voicemail** for all users
- **See Who's Calling** – Calling Line Identification Presentation (CLIP) on phone displays and in the Platan CTI program (a virtual console)
- **Call registration** with the history of up to 5,000 records
- **Web Based Management** in any operating system

Prima IP PBX as an element of the ICT system



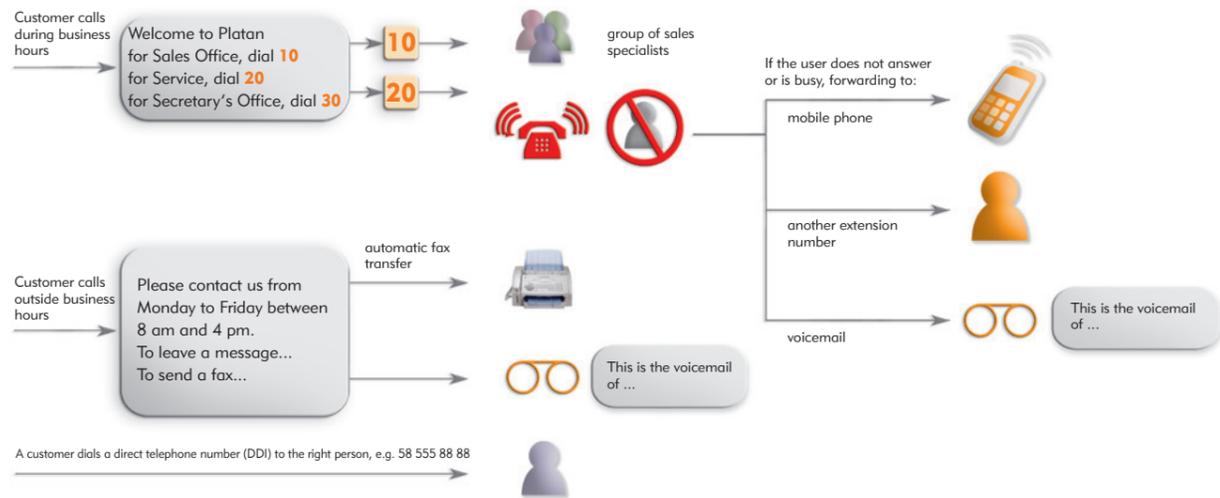
Simple & efficient

See how easy it can be to install and use the IP PBX. Thanks to the exclusive **Plug&Talk** feature, Prima is ready for use right after you unpack it. The most commonly used settings are already programmed, so that you do not have to do anything. Just connect the IP PBX to the power source, connect ordinary phones and the operator telephone line to the IP PBX and start talking. If you wish to use cheaper VoIP calls, do not forget to connect the IP PBX to the Internet and to configure the account for at least one VoIP operator.

Let Prima welcome customers and contractors with nice voice **announcements** and inform them about

the employees' extension numbers, while on public holidays and in the evenings about the company's business hours. Each user can be assigned any extension or direct DDI **number**, or you can introduce group numbers for easier contact e.g. with a group of sales people.

Work and talk the way you want. Prima will help you do it. If you are at work, it will direct the call to your office line. If you do not answer, it will **forward** the call to your mobile or home phone. If you want to have a day off, it will turn on the **voicemail** or forward the call to your deputy.



Example organisation of call traffic in the Prima IP PBX

Remote control

You can control the IP PBX without any additional programs. It is enough to use a standard web browser and a computer running on any operating system. The IP PBX has the **Prima Web Configurator** application implemented, which can be used, for example, to change the ringing modes of individual phones, to view the **log** of incoming and outgoing calls or to set the parameters for VoIP accounts.



Prima Web Configurator – a screenshot

VoIP means cheaper

Enjoy cheap or free calls thanks to **VoIP** (Voice over Internet Protocol) **Internet telephony**. You can use any company phone, while Prima, depending on number you are calling, selects the **cheapest call route** (LCR) and directs the most expensive calls either to VoIP networks or via GSM cards to mobile networks.

Are you outside the company? Use your mobile phone to call the number served by Prima. The IP PBX will recognise and forward you to any number through the VoIP network (**Call Through**). It is a simple way to make cheap calls, especially abroad.



Call Through – make cheaper calls from your mobile phone thanks to Prima

Are you at home or on a journey and would like to **work remotely**? You only need access to the Internet and a VoIP or mobile phone with a SIP client. After logging your phone into Prima, you will be available at the usual company extension number and you

will be able to make cheap international calls to any country using the Internet. If you do not have a proper phone, you can use a computer with a software phone (**softphone**) instead.

Call recording

Would you like to improve your employees' qualifications, do you value high quality customer service and need a call surveillance tool? Or maybe it sometimes happens that you need to settle disputes with your customers and call recordings would be useful? Prima discreetly **records phone calls** on the SD/SDHC card. This is a unique solution for such a small PBX system.

For safety reasons, the recorded calls are encrypted. They can be listened to and managed only in the **Agent 001** program. If necessary, they can be "decoded" and saved in an open WAV format. If you care about



Management of recorded calls using the Agent 001 application

professional **voice announcements**, prepare them yourself, also using the Agent 001 program or any audio editing software, and then upload the ready WAV file to Prima.

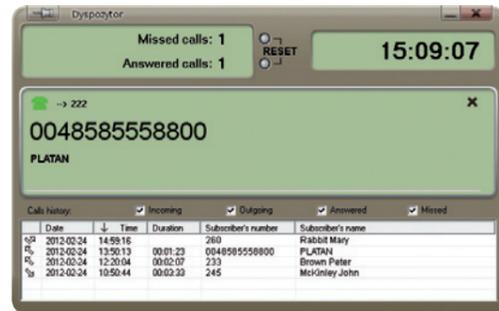
Platan CTI information always at hand

Platan CTI (Computer Telephony Integration) is a program supporting phone answering and serving as a virtual console. This is a useful tool that you can share with all your employees. You will find it indispensable for internal communication and better handling of external contacts.

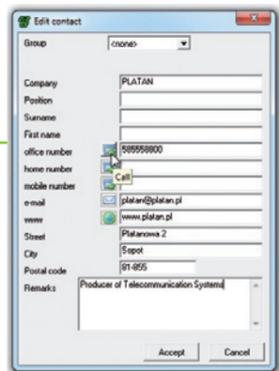
Before the call is answered, all information about the calling party is displayed on the screen, i.e. their number, description and the notes taken during previous talks. You can therefore serve your customers better and faster or recall the details of previous arrangements made with an important business partner. Even such a small system as Prima ensures professional customer service.



Information about the caller can be shown on the Platan CTI display, on a small notification window or on the Dispatcher console



Displaying notes about consecutive calls



Adding information about the caller



Speed dialling buttons in Platan CTI

Would you like to have the most frequently used telephone numbers and shortcuts to the useful functions within reach? Just like in the proprietary phones, you can assign them to virtual speed dialling buttons, adding friendly names. Again, as with the proprietary phone, if any of your colleagues is having a telephone conversation, the button will be red.

You will quickly find the desired number at any time either in your own or in the central database, or by browsing the call history.

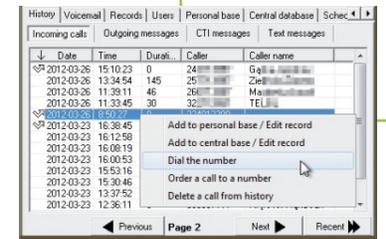
You have also a preview of your colleagues' state. The virtual console shows you who is present, what is their status (e.g. informing about a meeting), who is holding a conversation and whose phone has only just started ringing. This way you can quickly consult an available person or transfer a call to them.



Virtual console preview

If you are on the phone when another person calls, you see a waiting call, which you can transfer to an available colleague by clicking the mouse button (TRANSFER on a virtual phone) without interrupting your conversation. Sometimes it is more convenient and faster to send a message to one person, to a group of colleagues or to all users within the company. Platan CTI provides such an option, just like in the case of Internet messaging.

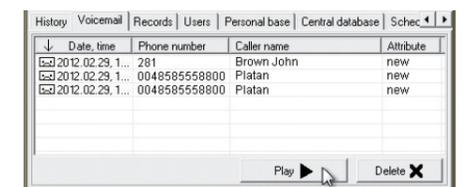
Platan CTI also allows you to view, listen to, save and delete messages left in your voicemail box. Just click the "Play" button and Prima will call you back to let you listen to the selected messages.



Viewing call history



Sending a message to a busy person



Listening to voicemail messages

Would you like to try a new application before purchasing it? Together with the Prima and Prima mini, you will receive Platan CTI Light – a program version with all the features, with no time limits, active on two work stations. You will see and check how all the features work, including the console, speed dialling buttons, databases or sending messages. Having tried it, you may purchase a full version of the program, with virtually unlimited contacts, call history and a full range of functions available to all users.

You can develop your own CTI software or use applications or equipment by other manufacturers – Prima will communicate with them via an open PCTI protocol.



Prima mini new classics

Platan Prima mini is a simplified version of the Prima IP PBX. It features the IP switching field but without the VoIP functionality. It will prove useful where high-quality stable communication at an attractive price is more important than additional features. It meets

the needs of the SOHO market, micro-enterprises, small branches, service outlets or shops with up to 10 employees, as well as single- and multi-family houses. It is characterised by easy configuration and operation – ready to be used right after you unpack it.



Key features:

- **Plug & Talk** – a ready-for-use IP PBX in an elegant casing, with predefined producer's settings
- **See Who's Calling** – Calling Line Identification Presentation (CLIP) on phone displays and in the **Platan CTI** program – a virtual console
- Compatible with **Platan CTI** program – information always at hand
- **Voice announcements, tunes** for waiting calls
- **DISA** – dial the extension number during a welcome message
- **Call registration** with the history of up to 5,000 records
- **Web Based Management** in any operating system

Prima mini IP PBX as an element of the ICT system



Accessories

A phone is often your primary tool of the trade. Choose the tools that are right for you. We give you free choice, since Prima is compatible with **phones produced by different manufacturers**. It can be a regular analogue phone with a display and CLIP, a headset or a cordless phone.

If you **use IP phones**, changing work stations by your employees will be extremely easy. If such a phone is connected anywhere to the company network, all the settings of a given user will be transferred. It is also easier to add new users when employing more people. Thanks to IP phones, Prima can support as many as 16 users. An IP phone with a console can also serve as a simple proprietary phone displaying, among others, information about the status of other employees.

If you move around the company and always want to be in touch, the **IP DECT** system may be a good option for you. Cordless headphones, whose base stations communicate with the server via LAN, provide good mobile connectivity, e.g. in a large office, a workshop or a car park.

Thanks to **door phones** integrated with the Prima IP PBX, you do not need to install a separate door phone system. Doors or gates can be opened using standard phones. You can choose a one-, two- or multi-button DB 07 series door phone, which does not require additional adapters.

Do you run an office and use a **fax machine**? When someone wants to send you something, Prima will detect the fax tone and refer the sent document directly to the device.

The fax sender does not have to dial any extension number or to be transferred by the secretary.

To reduce the cost of outgoing calls to mobile networks, use any external **GSM gateway** by connecting it to the Prima's CO lines. Simply insert a SIM card and use any extension phone in the company to make calls in the same way you would in the case of a mobile phone. No additional prefixes need to be dialled because a single network is used.



Analogue phone with CLIP



IP phone



IP DECT phone



DB series door phones



Fax machine



External GSM gateway



Prima / Prima mini

Features and services

	Prima	Prima mini
Supports three VoIP operators (SIP 2.0)	+	-
Least Cost Routing (LCR)	+	+
DDI/MSN numbers – for ISDN and VoIP	+	n/a
CLIP (Calling Line Identification Presentation)	+	+
Call Through – automatic connections from mobile phones to VoIP networks	+	-
Call registration	+	+
Voicemail (requires an SD/SDHC memory card)	+	-
Embedded call recording on an SD/SDHC card*	+	-
Restrictions on outgoing calls	+	+
Tables of restricted/allowed numbers (number of tables)	2	2
Short numbers	+	+
Free numbering of extensions (number of digits)	1-4	1-4
Call waiting indication (offering)	+	+
Joining calls in progress	+	+
Hotlines (external/internal)	+	+
Automatic change of operation modes	+	+
Hunt groups (group numbers)	2	2
Conference call (maximum number of users)	8	8
Putting calls on hold (HOLD)	+	+
Call forwarding	+	+
“Do Not Disturb”	+	+
Call capturing	+	+
Call transfer to trunk (CO) lines	+	+
Call booking	+	+
Voice message for booked calls	+	+
Redial	+	+
Simple callback	+	+
Wake-up call	+	+
Remote room listening in – “Baby-sitter”	+	+

Equipment

	Prima	Prima mini
Extension ports		
<input type="checkbox"/> analogue	6, 8 or 10	6, 8 or 10
<input type="checkbox"/> VoIP	2 or 6	-
Total maximum number of extensions	16	10
Trunk (CO) lines		
<input type="checkbox"/> analogue	2 or 3	2
<input type="checkbox"/> ISDN (2B+D)	1	-
<input type="checkbox"/> VoIP	3	-
Total maximum number of trunk lines:	7	2
VoIP protocol: SIP 2.0	+	n/a
Audio codecs: G.711 μLaw, G.711 aLaw, G.726, GSM, G.729a	+/+/+/+/+	n/a
DISA – Direct Inward Access System	+	+
Number of voice announcements	8	8
Total voice announcements time	8 min.	8 min.
Total storage time for voicemail messages	1600 min.	n/a
Tunes for waiting calls	4	4
WAV files for recorded messages (require an SD/SDHC card)	+	+
SD/SDHC card for call recording* and voicemail	+	-
Automatic fax transfer	+	+
Call registration buffer	5 000	5 000
Calling Line Identification Presentation (CLIP) received from:		
<input type="checkbox"/> ISDN lines/analogue lines / VoIP lines	+ / + / +	n/a / + / n/a
Calling Line Identification Presentation (CLIP) sent to:		
<input type="checkbox"/> analogue extension ports / extension VoIP ports	+ / +	+ / n/a
DB 07 door phone support	+	+
DECT/IP DECT cordless telephony system	+ / +	+ / -
Backup power supply	UPS	UPS
Interfaces		
<input type="checkbox"/> Service USB <input type="checkbox"/> Ethernet (LAN)	1 / 1	1 / 1
Web-based management	+	+
Agent 001 for:		
<input type="checkbox"/> managing recorded calls/uploading WAV voice messages	+ / +	- / +
Platan CT1	+	+
Dimensions – H x W x D [mm]; Weight [kg]	295x200x47; 1,6	295x200x47; 1,6

* total voice storage time for call recording depends on the capacity of the SD card in use

■ standard ■ optional



Platan is a leading Polish producer of IP-PBX Telephone Systems and PBX Servers. Thanks to our comprehensive offer, we are capable of satisfying the most sophisticated requirements of a wide range of customers, from small and medium companies to large enterprises, public offices and institutions, as well as rescue and uniformed services.

We have been ranking among the most innovative players on the Polish electronic market since 1985, offering telecommunication and radio communication solutions. As many as over one million users are already using Platan products.

Systems developed by Platan are fully based on our own technical know-how. Thanks to our own design offices and several dozens highly qualified specialists in telecommunication, IT and electronics, Platan provides solutions employing the latest global trends and technologies. All our products are tailored to market needs and expectations.

Platan is also a producer of digitex Integrated Notification Systems, used for alarming, signalling and providing radio communication for rescue services.

We have been awarded **ISO 9001:2008 Quality Management System Certificate** for design, manufacture, sale and service of telecommunication equipment, which provides the evidence of our compliance with quality standards.



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