

## application: taxi and car hire companies

### more fares for less money

#### Increase customer calls. Pay less for transferring calls when on the move.

Customers frequently need to book a car or taxi as they leave the airport, railway station, bus station, restaurant or supermarket; but how can you be sure they'll call you?

It's easy. Get a Burnside taxi free-phone, which can be installed at the point of need. Set it to automatically call your office or mobile number when the handset is lifted. That way you can be confident of getting more enquiries.

So who is going to pay for all these extra phone-line installation charges? And how long do you have to wait for the line to go live? Burnside uses mobile technology, meaning that all you need is a SIM card for your Burnside device and you can start taking enquiries immediately.

What happens if you need to put the free-phone somewhere exposed? No problem; choose a Burnside Tough Phone. These can be supplied in weather and vandal resistant housings that can be fitted securely to a wall, counter or post.

What happens if you can't take the call in the office? Do you subscribe to an expensive call-forwarding service or pay for a reception service? These are no longer the only options. You can receive the call using a Burnside Follow Me™ capable terminal that can forward calls straight to your mobile in the car. And if you're on a contract with free intra-network calls, the call won't cost you a penny extra.



#### Taxi Free-phones in:

- Hotels and restaurants
- Clubs and casinos
- Garages and service areas
- Airports
- Railway stations
- Bus and coach stations
- Sea and river ports
- Supermarkets
- Shopping centres
- Campuses
- Exhibition halls
- Hospitals and care homes

#### Follow Me™ services in:

- Your office
- Contract office
- Home office



## product focus

Below are some of the Burnside phones and terminals used in the taxi and private car hire industry.

### Easy Call (P255)

This is an entry-level fixed cellular phone that is ideal as a taxi free-phone in a variety of venues (for example hotels, supermarkets, restaurants, bars and clubs) where basic calling features are needed, combined with the flexibility of cellular connection and Burnside ease of use.

The Easy Call capability means that the phone keypad can be disabled, so that customers immediately call your number when they lift the handset.

An optional bracket is available to retain the phone (and SIM) in its desired location.



P335

### Desktop Freephone (P335)

This delivers all the benefits of the P255 with the added capability of being ready for BIIP\* options. It is ideal for a broad range of venues, where a smart professional appearance is needed, combined with cellular flexibility and a range of calling features.

As a BIIP\* ready phone, it will work with a remote management portal to deliver the benefits of remote control, update and analysis.

### Tough Phone With Auto-Dial (P410)

This is a tough fixed cellular phone ideal for unattended venues (for example, stations, airports and supermarkets).

This phone simply offers Easy Call capability along with a choice of flexible power options and a weather and vandal resilient housing. The Tough Phones are also BIIP\* capable for remote management.



P410

### Tough Phone With Keypad (P403, P406, P415)

This is a tough fixed cellular phone ideal for venues (for example, stations, airports and supermarkets) where a variety of calling features are needed, as well as the benefits offered by the P410.

The P403 and P406 have 3 and 6 memory keys respectively, whereas the P415 has a full keypad.

### Fixed Cellular Terminal (T941) With Follow Me Capability

This fixed cellular terminal lets your wired office phone direct calls to your mobile without the need to subscribe to expensive landline call-forwarding tariffs.



T941

(with Burnside Follow Me™)

\* BIIP—Burnside Information Interchange Protocol

## Product Details and Accessories

Please visit the Burnside Web-site for more details of the range of phones, terminals and applications.

Detailed data sheets, for these and other products, are available for download. These include information on product accessories available to help meet your precise needs.

E&OE. Specifications and options are subject to change without notice.

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