

robson



desktop phone system for
the small office and home



BURNSIDE telecom

robson

answers your questions

Why do I need a phone system?

Most people depend on the phone. Our lives are ruled by the phone. Yet most small offices and homes are still using telephones that haven't changed much since the days of Alexander Graham Bell. I will put you back in total control and help you with every phone call.



Can you answer the phone on my behalf?

Yes. I can act as your automatic receptionist and create a more professional image. I can answer and let the caller direct their call to as many eight different people or departments without interrupting you.

Can I use you to answer the phone for both my business and my family?

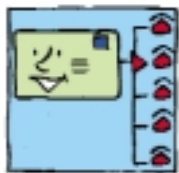
Yes. You can record your company greeting on one trunk line and your family greeting on the other trunk line or even two different company greetings. Or you can let calls through without the caller having to listen to a greeting.



Does that mean callers have to wait until the end of the greeting before they can select who they wish to speak to?

No - if the caller knows the extension number they can 'dial through' as soon as the greeting starts.

Can you take a message if the extension is busy or not answered?

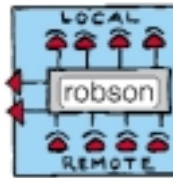


Yes. I take confidential voice mail for any extension so that callers don't need to keep on calling back. These messages can be heard on my speaker, from any extension or from a remote phone.

Can I record a greeting for each extension?

Yes. You can even use the voice mail greeting of any unused extensions to answer frequently asked questions like street directions, contact details, next exhibition and much more.

How many trunks and extensions do you have?



I have two trunks, four local or physical extensions and four remote or virtual extensions hence $2 \times 4 + 4$. My remote extensions are for use by people who either don't need or merit a phone. So these remote extensions can either divert calls to remote phones or take voice mail.

Can you tell me who's calling before I decide to take the call?

Yes. I use the telephone network's Caller Line Identifier (CLI). All you need to do is put the names and numbers of your frequent callers in my phone book. When I get a call from their number I will automatically announce their name. You can either take the call, send it to voice mail or have me reject the call without you having to speak to the caller. That way you are always in control over your incoming phone calls.



What happens if you either don't get a number or its not in your phone book?

That's simple. I ask them for their name and pass it to you before you decide to take the call just like a real receptionist would.

If I send a call to voice mail. Can I still monitor the call?

Yes. You hear everything the caller is saying and if you choose to answer the call you can then speak to the caller.

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Can you stop nuisance phone calls?

Yes. Most nuisance callers deliberately withhold their phone numbers. If you tell me to I can automatically reject their calls without disturbing you or I can

send their calls to voice mail. Some phone lines can't send a number so you can give your friends, family and colleagues a VIP password that will let them bypass my automatic rejection.

Can you stop nuisance callers who do send their number?

Yes. I can stop any caller getting through as long as you tell me their number.



Can you stop junk faxes?

Yes. So you don't have your fax machine disturbing you in the middle of the night and you don't have your expensive paper wasted.

Will you help me stay in touch where ever I am?

Yes. I use one of my trunk lines to divert calls on your instructions to whatever phone you are on.

I can never remember phone numbers. How can you help me make calls?

As I build a phone book I store your contact names and home, work and mobile phone numbers. If you want to call anyone in the phone book just enter any letters from the name and I will give you all the names in the phone book that match. All you have to do is tell me which name and which of their numbers you want and I dial it for you.

Can you automatically reduce the cost of my calls?

Yes. I can save you money by automatically routing your calls via the cheapest carrier even though you are connected to a phone system run by another phone company.*

What else do you do?

I give you all the features of a modern private branch exchange and more at a fraction of the cost.

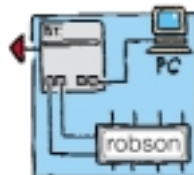
Any extension can speak to callers on either trunk line. Any extension can transfer calls to any other extension. Your callers on hold can hear music provided by an external player and you can record conversations. Any extension can be connected to a public address system.* And many other features. Unlike most PBXs, you don't have to dial 9 to get an outside line

Which phone service can I connect you to?

I can be connected to virtually any fixed or mobile phone network. All I need is a POTS (plain old telephone service) connection or a cellular transceiver or mobile phone docking station. So I will work with ordinary phone lines (PSTN), BT Highway, ISDN Terminal adapters or ADSL splitters. I can even connect to analogue extensions on existing PABXs so that you can use me to run a small department in a large organisation. I can also connect directly to cellular networks either by a dedicated cellular transceiver or by a mobile phone docking module.

I use my phone line for connection to the Internet. So what would you recommend?

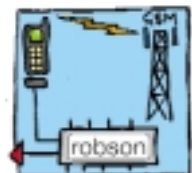
I recommend BT Highway as I connect directly to the two analogue ports leaving the two digital ports for high speed connection of two computers to the internet. With BT Highway you will be able to connect to any two services voice or data at the same time.



Why should I want to connect you to mobile networks?

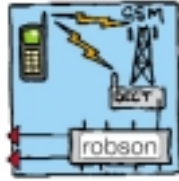
Every time you use your fixed phone to call a mobile you pay a much higher rate per minute. A cellular transceiver or mobile docking module using a SIM on the same network as you are calling will cut the cost of your calls in half.

Mobile phones are great for calling people but hopeless for calling work or family groups. So you can connect groups of people to mobile users. There are still many locations like construction sites, sports events, marine or mobile locations where there are no fixed line services or where fixed line connections are not appropriate.



Can I use the phones I already have?

Yes - I will work with any type of analogue corded or cordless touch tone phone. So you don't have to buy expensive proprietary phones. Using a combined DECT/GSM phone you will be able to stay in touch with the same phone where ever you are.

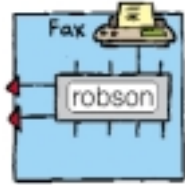
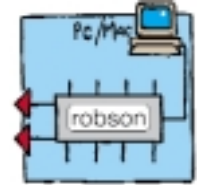


Do I need a computer to make you work?

No - absolutely not. I was designed to work without a computer. However since so many people use computers now; I can perform many more tasks if you connect me to a computer.

What kind of computer are you compatible with?

I can work with either a PC running Windows 95/98 or an Apple Macintosh with serial port or use a USB adaptor.



Can I connect my fax machine?

Yes. Just connect a Group III fax to any of my extensions and tell me which one it is connected to. The next time you get a fax I will automatically switch it to the right extension without disturbing you.

How do I connect you to my phone line and telephones?

Just use the cables supplied in my box to connect me to your phone socket and plug your phones into my extension sockets. So you won't need wire strippers or screwdrivers.



What benefits do I get if I connect my computer?

You will find it even easier to configure me. You will be able to download the latest versions of firmware, local language prompts and latest features from my web site. So you'll get far more use out of me than other phone systems. I will give you a list of all callers and you can monitor your voicemail.

Can I use my existing house wiring?

Yes. You will need to make sure to disconnect the house wiring from the master socket before using it to connect extension phones. My trunk connection should then be plugged into the master socket. New wiring can be run using any of the extension kits found in any hardware or phone shop. Do consider using DECT (digital cordless) phones as they will avoid you having to run any wiring.

How do I upgrade if I don't have a computer?

I regret that you will need to send me back to my makers who have promised that they will return me to you in 24 hours.

Will I find it easy to get you working as I want?

Yes. All you have to do is to press 0 on any extension phone. I will ask you some simple questions that you answer by pressing buttons on the phone. If you make a mistake or don't know what to do; don't worry - I will wait until you get it right. There are no difficult commands to remember so you'll only need to consult the manual when you are setting me up. If you can configure your mobile phone then you will have no difficulty in making me work as you want.

What will you be able to do in the future?*

My makers are working on new Macintosh and PC software that will support screen popping of contacts using popular contact management programs.

What do I do if I have problems I can't sort out?

Go to our web site, email or phone us, we are keen to make sure you are getting the best out of your Robson.

Tell me about some of your customers?

I am used by all kinds of SOHOs and even large organisations including art galleries, exhibition organisers, designers, consultants, cable installers, financial advisers and subscribers plagued by nuisance callers. I even work on construction sites in Portakabins making and taking calls directly to mobile networks.

To hear how these companies use Robson call:
Karting Magazine 01689 897123
Imaging Direct 01296 630111
LMS Remittance 01258 820841

What do the press say about you?

Comms Dealer and Mobile Business Magazine

"All I can say is wow! What a winner you have in Robson. I have attended a number of press briefings about SOHO phone systems, but none offers such a rich array of features and benefits"



Can I try before I buy?

Yes - call 08700 ROBSON to request a 14 day sale or return system. If for any reason you are disappointed with the way I perform you may return me for a full refund. Do remember to ask your telephone company to provide you with Caller Display to demonstrate some of my best features!

Where can I use you?

You can use me where ever there is a mains power supply or 12V DC power supply and you can connect to a fixed line or a mobile network.

Macworld Nov 2000

★★★★/7.7

"At the price - you won't find anything to beat Robson"

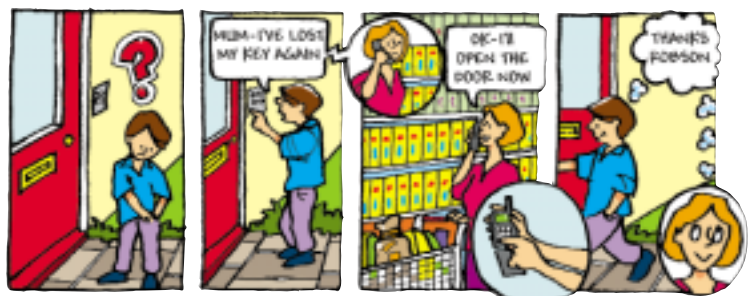
MacUser May 2001



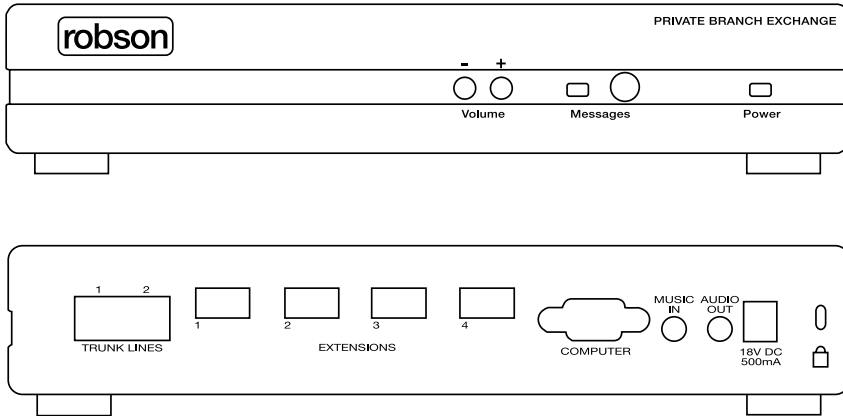
"If you're ready to graduate from the answering machine and missed calls scenario, Robson is not only the business, it appears to be the only sensible game in town"

Can you be connected to a door phone?

Yes. Any touch tone phone by your door can call any or all of your extensions in your home or office. I can also supply an all weather phone that can unlock your door.



robson features



Two trunk lines working with Analogue PSTN, BT Highway, ISDN TA, ADSL Splitter, Mobile Phones and Cellular Transceivers.

Four local (physical) extensions Working with any analogue touch tone corded or cordless phone, DECT phone or DECT/GSM phone and Group III fax.

Four remote (virtual) extensions For voicemail, announcements or divert to another number.

- User Recordable
- Auto-Receptionist
- Don't Wait Dial Through
- Call Announcement to the Extension
- Give Me Your Name
- Anonymous Call Rejection
- Unwanted Caller Barring
- Junk Fax Rejection
- Auto Fax Switch
- Voice Mail on All Extensions
- Voice Mail Monitoring
- Record Conversation and Voice Mail*
- Remote Voice Mail Retrieval
- Voice Notes*
- Diary*
- Day/Night Service*
- Call Divert
- Call Pickup
- Call Transfer
- Music/Message on Hold
- Voice Activated*
- Work, Home and Mobile Phone Book
- Auto Add Last Number to Phone Book*
- Smart Speed Dial
- Alternate Carrier Routing*



- Door Entry and Security System
- Human Voice Menu Talks You Through Setup and Use
- No Difficult Commands to Remember
- No Manual Needed
- Plug & Play
- No Screwdrivers or Wire Cutters Required.
- Serial PC/Mac Connection
- GUI Setup
- Call Log

- Screen Pop Contacts*
- Unified Messaging*
- Upgrade Software and Prompts from Web site
- Power: Operating Range 10V-20V DC. Mains - 18V DC 500mA Adaptor supplied.
- Cable Lock Anchoring Point
- Size: 242mm wide x 43mm high x 202mm deep.

- Weight: 880 gm excluding packaging and PSU.
- Approved for connection to pan-European circuits (CTR21).
- BSI No: PS/NB/TEC/99/0011
- CE0086X BSI No: PS/NB/AA/99/0088
- EMC No: 98K581CC Class B

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*Feature planned for future software release.