



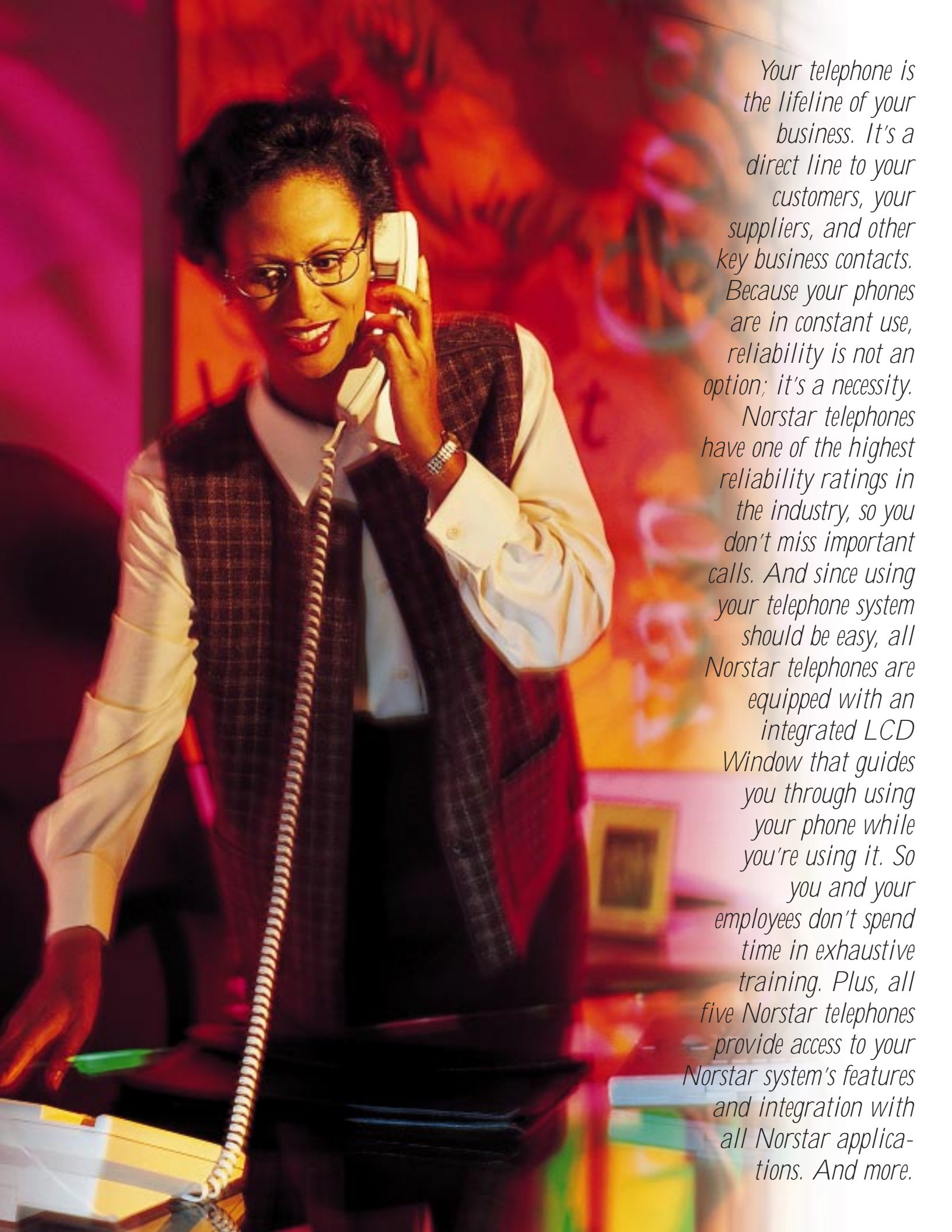
NORTEL
NETWORKS™

How the world shares ideas.

Norstar Telephones

Designed to meet
the demands of
your **growing**
business.





Your telephone is the lifeline of your business. It's a direct line to your customers, your suppliers, and other key business contacts. Because your phones are in constant use, reliability is not an option; it's a necessity. Norstar telephones have one of the highest reliability ratings in the industry, so you don't miss important calls. And since using your telephone system should be easy, all Norstar telephones are equipped with an integrated LCD Window that guides you through using your phone while you're using it. So you and your employees don't spend time in exhaustive training. Plus, all five Norstar telephones provide access to your Norstar system's features and integration with all Norstar applications. And more.



- 1 BUILT-IN SPEAKER** — For handsfree conversation, background music, group listening, and paging announcements. This high-quality speaker saves your neck and ear during long calls without distorting the conversation.
- 2 RELEASE BUTTON**—You don't have to lift and replace the handset to hang up after a handsfree call. Just press the release button.
- 3 FEATURE BUTTON**—Use this button to program or use Norstar features. A quick-reference card under the handset lists the most frequently used Norstar features and their corresponding codes.
- 4 HOLD**—Put a caller on hold with the touch of a button. Tones or music on hold assures callers they have not been disconnected. And to remind you of that important customer holding, external calls on hold play periodic reminder tones over your set speaker. With Exclusive Hold (a simple feature code), a call can only be retrieved at the set where it was placed on hold, so no one else can inadvertently pick up the call.
- 5 VOLUME CONTROL BAR**—Easily and quickly adjust the ringer, handset, headset, or speaker volume whenever you need to. If you have to step away from your desk when you're expecting an important call, just tap the volume control bar to raise the ringing volume. And when your soft-spoken customer calls, don't risk misunderstandings, just turn up the volume of your handset or handsfree speaker using the same control bar.
- 6 MEMORY BUTTONS**—No more searching the Rolodex for a customer's phone number. Program the numbers you frequently use on these buttons for one-touch dialing. Or program memory buttons for quick access to system features or network services. The choice is yours—customize your phone for the way you work.
- 7 LCD WINDOW**—The LCD Window walks you through Norstar features step-by-step, so it's a snap to transfer calls, make conference calls, respond to messages and more. And with Calling Line Identification (CLID)*, your Norstar telephone's LCD Window shows you who's calling before you answer. You'll be better prepared to respond to your

customers and you'll know when to let a needless interruption roll over to voice mail. And because Norstar's advanced applications, like Voice Mail, Fax Messaging, and Dial-by-Name, are integrated with the LCD Window, you won't spend hours studying instruction manuals. The LCD Window takes the guesswork out of communications.

- 8 CALL LOG**—When you're out of the office or away from your desk, you can miss important phone calls. Norstar Call Log shows you a record of incoming call information through CLID, including date and time of calls, and the number of repeated attempts, right on your Norstar telephone's LCD Window.
- 9 SOFTKEYS**—To make communications even easier, Norstar's M7310 and M7324 provide 3 softkeys integrated with the LCD Window. While the Window tells you your status and options, the softkeys let you select an appropriate action with one touch. No commands to remember. Just make your choice and press the softkey.
- 10 PROGRAMMABLE BUTTONS**—Each phone is easily customized to fit the individual user's needs. Buttons can be programmed as lines, intercoms, autodial numbers, or features. If you frequently meet with customers in your office, program a button for "Do Not Disturb," and eliminate telephone interruptions with one touch. Or for quick dialing, program the numbers you frequently call on these buttons.
- 11 INTERCOM**—You don't want to tie up an outside line just to call someone down the hall. Using the intercom key leaves lines free, so your customers can reach you.
- 12 HANDSFREE/MUTE**—With one-touch handsfree operation, you can answer or make calls without picking up the handset. Touch the Handsfree/Mute button a second time and listen without being heard. A flashing LCD indicator reminds you the phone is muted. (Not available on M7100.)

OTHER POPULAR FEATURES—Selective ringing tones, discriminating ringing, automatic set relocation, bilingual capability, wall-mount capability, and built-in headset jack.

Norstar Telephones...

M7100 TELEPHONE SET

This single-line telephone delivers dependable functionality to users or areas with low usage requirements, like lobbies and breakrooms. The M7100 telephone provides one programmable button and a feature button, along with a one-line by sixteen-character LCD Window.

M7208 TELEPHONE SET

This basic telephone is ideal for users who need access to a just a few lines, programmable features, and autodial numbers. The M7208 is well-suited for areas with shared telephones, like manufacturing plants, retail departments, or repair centers. The M7208 can access up to six lines, has eight programmable buttons, and a one-line by sixteen-character LCD Window.

M7310 TELEPHONE SET

This fully-featured telephone is designed for users with more extensive calling and call handling requirements. In addition to 10 programmable line or feature buttons, 12 dual-function memory buttons provide quick access to 24 additional features or autodial numbers, ideal for users who often call the same customers, suppliers, or accounts. With its two-line by sixteen-character LCD Window and softkeys, the M7310 is extremely easy to use.

M7324 TELEPHONE SET

This expanded (and expandable) telephone is designed to handle heavy call volume and feature requirements. With its 24 programmable buttons for lines, features, and autodial numbers, plus a two-line by sixteen-character LCD Window and softkeys, the M7324 is ideal for secretaries, receptionists, and other centralized call answering positions.

M7410 TELEPHONE SET

This fully integrated, digital cordless telephone gives you security, privacy, and crystal-clear 900-MHz digital clarity, plus access to all Norstar Applications, like voice mail, call center applications, computer-telephony applications, and even such network services as Calling Line Identification. That means you can easily send and retrieve voice mail messages, receive and fax messages, and more—all while you're on the move.

AUDIO CONFERRING UNIT

Perfect for small- to medium-sized conference rooms and offices, the Norstar Audio Conferencing Unit plugs into any Norstar digital telephone jack, requiring no additional telset, analog adapter, or analog line cord. Its sleek, space-age design includes full-duplex technology and a keypad with a feature button that lets you easily access all of the key conferencing features available from the Norstar 7100 set.

LCD Windows

With its LCD Window and associated softkeys, Norstar is one of the easiest to use telephone systems in the marketplace. The display prompts you through feature usage, lets you know when you have messages and can even tell you who is calling.

INTERNAL MESSAGING



Trying to reach a coworker who's away from their desk or on another call?



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



then follow the display to send a message.

MESSAGE WAITING



Check the LCD Window. Norstar indicates you have a message.



Press the soft key under "MSG" to see who called. Then return or erase the call with the touch of a button.

CALL LOG



Using CLID*, Norstar keeps a log of external callers...



lets you know the number (and name, where available) of the party who called...



shows you the date and time the party called and how many times they called...



and even shows you the line the call came in on, if the call was answered and by whom.

CONFERENCE CALLING



Conference calls are a breeze. Just follow the prompts in the LCD Window. Make your first call...



then make your second call (first call automatically goes on hold)...



press the held line (your first call)...



and your conference call is complete!

* Take advantage of Calling Line Identification (CLID) features on your Norstar system by subscribing to CLID from your telephone service provider and equipping your Norstar system to capture it.



For improved call handling, add a KLM...

Up to 2 Key Lamp Modules (KLMs)—or Central Answering Positions (CAPs)—can be added to an M7324 providing 48 or 96 additional programmable buttons. Use these to program features or autodial numbers, or as status indicators for designated lines and telephone sets. An expanded M7324 can accommodate up to 80 lines.

or add a BLF.

Add a Busy Lamp Field (BLF) to the M7310 and see the status of as many as 24 telephones. Excellent for receptionist and secretary positions who need to know whether a phone is idle, busy, or on "Do Not Disturb" before transferring a call.



Norstar Doorphone

It's like having your own personal door attendant. When a visitor presses the Call button on a Doorphone, the designated telephone(s) inside your business will ring. The LCD Window shows which Doorphone is calling. You can then talk directly with the visitor and even open a locked door right from your Norstar telephone. Up to 4 Doorphones can be added to a Norstar system. Available in stainless steel or brass faceplates.

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1-888-GSA-NTEL (1-888-472-6835)

Nortel Networks
220 Athens Way, Suite 200
Nashville, TN 37228
1-800-4 NORTEL

990511
2/99

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