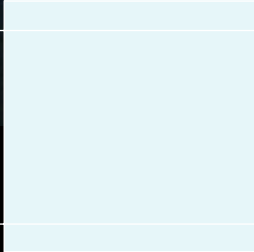
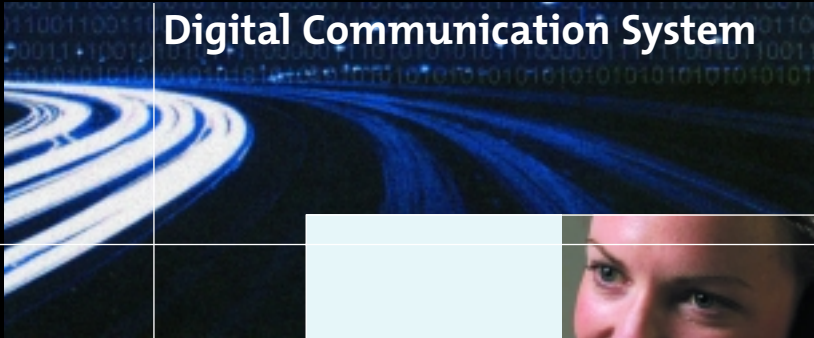


# aria 300

Digital Communication System



# Life's Good

## LG Electronics

**The digital age has dawned, and with it LG's philosophy of becoming the 'digital leader' of the new millennium.**

LG Electronics is one of the world's largest manufacturers of hi-technology digital products. LG Corporation, of which LG Electronics is the largest division, is currently one of the world's top 50 multi-nationals and employs over 150,000 people worldwide. It's massive global investment in R & D has led to tomorrow's products being available today.

By meeting the digital revolution head-on, LG has embarked on creating innovative digital products that make life and business more comfortable, more efficient and more profitable.

### Life's Good with LG

## LG Aria

LG's strategic global partnerships are further delivering and enhancing its position as digital leader of the new millennium.

In Australia, LG has chosen to partner Aria Communications. LG Aria understands customer requirements and provides communication solutions that not only make sense but also offer real benefits to organisations. This partnership brings together the global strengths of LG and the best local industry knowledge.

As the exclusive distributor of the LG Aria business telephone systems, Aria Communications shares LG's philosophy of digital leadership in the new millennium.

Not only does LG Aria provide some of the most advanced digital communication products to the Australian market but also provides the comprehensive support that organisations require and demand.

LG Aria's extensive national distribution network provides support anywhere in Australia. All LG communication products undergo comprehensive regulatory testing prior to release and are then supported, not only by this distribution network, but by fully equipped technical laboratories in Melbourne and Sydney.

### Life's Good with LG Aria



Australian  
Communications  
Authority



# Platform



Just as today's Formula 1 racing cars are powered to success by state of the art, high performance engines, so too is the new LG Aria 300 IP enabled PBX system. The 'engine' the system is built around is the 32bit Motorola MPC 860 high-speed RISC processor, operating at speeds around 5 times faster than current systems.

This power gives the system the ability to provide flexible solutions to the communication needs of today's businesses. It enables access to the latest technologies provided by telephone companies and ISP's, and ensures the system can expand as your business grows.

And for tomorrow - the system's advanced technology and modular design means additional capacity or future developments in communications can be easily added as they become relevant to your business. We call this concept future-friendly.

## Ease of Use

The Aria 300 incorporates all the latest features and with operational functionality designed from the user-perspective. Features are logical, simple to use and easy to remember.

## Affordable Technology

So whether it's simple features such as one-touch transfer or paging, or more advanced features such as call centre operation or computer telephony integration (CTI), the Aria 300 delivers - at an affordable price.

## Modular and Scalable

Based on modular architecture, the Aria 300 is perfect for organisations requiring anywhere from 40 to 300 ports. By simply adding plug-in modules it will expand to accommodate new features or capacity as your business needs dictate.

## Flexible

Whether you are building your initial system or accommodating future expansions, configuration constraints are minimised with the Aria 300's universal port architecture.

Furthermore, software for features such as Least Cost Routing (LCR), ACD, DECT wireless mobility or interactive voice response (IVR) - to name just a few - is incorporated into the standard main processor software.



# Platform



## Future-Friendly

Not only does the Aria 300 IP enabled PBX provide you with a solution to your communication needs today, inherent in its design is the ability to migrate to new technologies as they are introduced.

Only a few years ago data comprised a mere fraction of network traffic. Today, data occupancy is fast approaching 95% of available bandwidth. The convergence of voice and data over this bandwidth creates many new and exciting solutions and services, such as one network for voice and data. The Aria 300 has been designed to take advantage of this network convergence.

LG Aria's solution to IP telephony is the initial step for your business on it's way towards network convergence. Your Aria 300 also seamlessly integrates to your LAN via the standard LAN interface.

It can be easily upgraded to accommodate changes in future technology by simply uploading new system software. Using Flash ROM technology, your system is upgraded with limited downtime, even remotely.

And if you have outgrown your current LG Aria system, our future-friendly philosophy allows you to upgrade your LG Aria telephone system whilst still retaining your current LG Aria digital handsets. In fact, our digital handsets are compatible across the full range of LG Aria telephone systems.

## Maintenance and Diagnostics

By utilising high-speed ISDN modem access, remote system diagnostics, program changes or even software upgrades can be performed quickly and reliably – no matter where your system is located.

On-site maintenance on your telephone system can also be performed easily and efficiently via the LAN.

LG Aria's philosophy is simple – offer easy to use, reliable systems that are feature-rich and future-friendly, grow as your business grows and provide a total, cost-effective solution to your communication needs.

| Maximum Capacity *          | 1 Cabinet | 2 Cabinets                     | 3 Cabinets |
|-----------------------------|-----------|--------------------------------|------------|
| Digital Extensions          | 96        | 192                            | 288        |
| Analogue Extensions         | 96        | 192                            | 288        |
| S0 Bus Extensions           | 56        | 112                            | 152        |
| Primary Rate ISDN           | 120       | 150                            | 150        |
| Basic Rate ISDN             | 56        | 112                            | 152        |
| PSTN                        | 32        | 68                             | 104        |
| Ports                       | 132       | 264                            | 300        |
| <b>System wide *</b>        |           |                                |            |
| Universal slots per cabinet |           | 9                              |            |
| VoIP Ports                  |           | 24                             |            |
| DECT Extensions             |           | 192                            |            |
| DECT Base Stations          |           | 24                             |            |
| VMIB Ports                  |           | 24                             |            |
| Music Source Input          |           | 8                              |            |
| Paging Zone Ext             |           | 3                              |            |
| Paging Zone Int             |           | 35                             |            |
| RS 232C Ports               |           | 4                              |            |
| System Speed Dials          |           | 3000 (24 digits)               |            |
| Station Speed Dials         |           | 100 (24 digits)                |            |
| Hunt / ACD Groups           |           | 48                             |            |
| Processor                   |           | Motorola MPC 860 / 32 bit RISC |            |
| Flash ROM                   |           | 8 MB                           |            |
| SRAM                        |           | 4 MB                           |            |
| SDRAM                       |           | 32 MB                          |            |
| Clock Speed                 |           | 40 MHz                         |            |

\* Note : Not all maximum capacities can be achieved simultaneously, and are dependant on available time-slots and mounting slots.

# Features at a glance



**A telephone system is not just about making or answering calls, it's about providing real benefits and solutions to your organisation. Solutions and benefits that improve efficiency, productivity and image.**

## **No lost business**

Locate staff wherever they are within your premises. Staff may be paged via handsets and alerted to important calls, or may be contacted on their own DECT wireless phone.

Advanced call waiting features, such as call waiting identification while on another call, allows you to answer those calls that cannot be missed. Together with voicemail, where customers can leave personalised messages, your organisation will no longer suffer from lost calls and lost business.

## **Control Costs**

Reducing unnecessary call costs greatly improves the profitability of your organisation. Least cost routing allows your business to automatically take advantage of the cheapest call rates made available by network carriers.

Aria 300's standard call reporting features help monitor calls being made by individual extensions and together with various call restrictions that may be placed on these extensions helps control call costs.

## **Desktop Flexibility**

Maximise your current infrastructure by utilising Aria 300's optional extra device ports. Connect an analogue cordless phone, fax, modem or even a second digital handset straight into the back of your Aria Select 30 button station without the need for any extra wiring.

## **Efficiency**

Imagine a phone system that improves your staff's efficiency in the way they handle calls, including making, answering and transferring.

Staff no longer have to waste time searching for telephone numbers of important customers – they can easily be located in the system's own phone directory. And together with the last number redial feature, allowing staff to redial any of the last 10 numbers they have used, more time can be spent on areas of your business that add value and profitability.

The ease of answering a call and transferring it to the right person quickly and efficiently can sometimes be understated. This function may mean the difference between a satisfied or disgruntled customer. The 300's one touch transfer feature means calls are easier to process quickly and correctly.

## **Unique Applications**

Hospitality environments have unique requirements. Aria Hospitality offers versatile, user friendly functionality catering for the varied needs of both hotel guests and staff.

Whether used as a stand-alone system or integrated with an existing front-of-house PMS, Aria Hospitality allows your staff to attentively service the needs and desires of guests, ensuring repeat business and future growth.

# Aria 300

## the range



### Aria Select Director Display

- Large LCD screen: 16 characters x 7 lines
- Dedicated feature keys
- Multi-colour line keys
- 9 fixed function keys
- 30 flexible keys can be assigned to direct station select, speed dial numbers or line status
- Full hands free operation
- Differential ringing tones
- Message waiting indicator
- Headset compatibility
- Dial by name
- Menu driven



### Aria Select 30 Button Display

- LCD screen: 24 characters x 2 lines
- Dedicated feature keys
- Multi-colour line keys
- 9 fixed function keys
- 30 flexible keys can be assigned to direct station select, speed dial numbers or line status
- Full hands free operation
- Differential ringing tones
- Message waiting indicator
- Headset compatibility
- Dial by name
- Menu driven



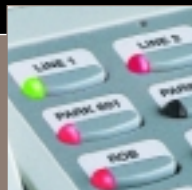
### Aria Select 8 Button Display

- LCD screen: 24 characters x 2 lines
- Dedicated feature keys
- 4 fixed function keys
- 8 flexible keys can be assigned to direct station select, speed dial numbers or line status
- Full hands free operation
- Differential ringing tones
- Message waiting indicator
- Headset compatibility
- Dial by name
- Menu driven

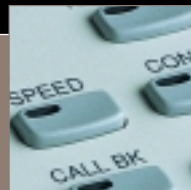


## Aria Select 2 Button Non-Display

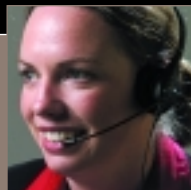
- Dedicated feature keys
- 4 fixed function keys
- Flexible key can be assigned direct station select, speed d numbers or line status
- Differential ringing tones
- Message waiting indicator
- Headset compatibility
- Off-hook dialling



Programmable multi-coloured LED function keys



Speed dialing and up to 6 party conferencing



Headset compatible



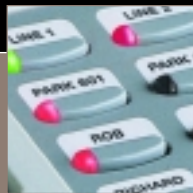
## Aria Select DSS Console

(Pictured with Select 30 Button Display)

- 48 programmable keys
- Can be assigned to direct station selection, speed dial numbers and line status
- Can be programmed as feature keys
- Each Keystation supports up to 7 consoles
- Multi-colour line keys



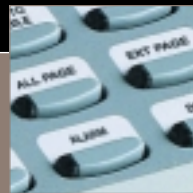
Call back feature eliminates inter-office telephone tagging



Park and retrieve calls from any keystation



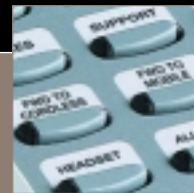
10 Last number redials



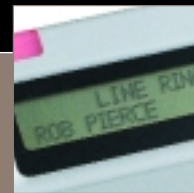
Internal and external zone paging



Built in speaker and mic for hands free operation



Easy one step call forwarding



CLI call waiting feature displays the name/number of second incoming call



## Aria Select Analogue Handset

- Hold button
- Transfer button
- Flash button
- Message waiting indicator



## DECT GAP Handset

- Designed around mobile phone cellular layout with ease of use in mind
- Digital voice quality
- Secured voice channel
- Full function of desktop extension
- Coverage over large and multi-level buildings
- Hands free headset
- Linked station pairs
- Auto answer function
- Hot keys for one touch speed dialing
- Message waiting indicator
- Dial by name
- Menu driven

# ISDN focused



**The Aria 300 IP enabled PBX has been designed to bring to your business the superior benefits of Australia's ISDN standard - the internationally accepted European standard (ETSI) - supporting both Primary Rate and Basic Rate services.**

## **One Network – Multiple Applications**

In a competitive business environment where customer service and satisfaction are paramount to success, the Aria 300's ISDN focus offers you the widest possible choice of features to meet these demands.

From superior call quality to desktop video conferencing and cutting edge technology, such as Voice over Internet Protocol (VoIP) to the creation of virtual private networks, our new generation phone system will deliver the latest voice and data communication solutions.

## **Direct-Inward-Dialling (DID)**

The greatest point of contact to your organisation is via your phone. So it stands to reason that your company's image can improve by simply making calls to your organisation a pleasant and stress-free experience.

Direct-Inward-Dialling (DID) permits external calls to be made directly to an extension. Your callers can instantly speak to the person or department they want. Congestion at reception is reduced or even eliminated and you are able to present your organisation in a more professional manner by prompt attention to your caller's enquiries.

## **Give yourself an advantage**

You can allocate different DID numbers from your ISDN number range for specific tasks such as a help line, sales or even temporary numbers for promotions. The Aria 300 can then be programmed to display the name of the promotion on the LCD handsets so your sales people know what the call is about.

## **Calling Line Identification (CLI)**

The ability to identify incoming callers gives you the opportunity to personalise your answer and improve customer service.

The Aria 300 supports up to 3,000 system-wide alpha-numeric speed bins and an additional 100 personal bins per handset. Not only are they great for quick dialling, but they also display customer names that have been entered into the system.

In call centre or Customer Relationship Management (CRM) applications, CLI is invaluable as it matches the caller's number with records on your database to provide the agent with detailed time saving information on the caller, allowing them to provide an even more helpful, personal response.

## **More on the horizon...**

As communication carriers make further technological developments available through the ISDN network, the Aria 300's advanced architecture offers you an economical upgrade path to bring you the benefits of these new features.

# Wireless



**A key to any successful business is the ability to be flexible. Aria 300's integrated DECT (Digitally Enhanced Cordless Telephony) moves your office communications into a new era by giving your staff the freedom to move around the office and carry their fully featured telephone extension in their pocket.**

## Improved Efficiency and Service

Your customers will get through to your staff first time as they can receive calls while they are away from their desk, improving customer service and guaranteeing lower phone bills by reducing the number of returned phone calls - especially interstate and to mobile phones.

## Flexibility and Growth

The Aria 300 DECT grows from a single base station and handset to 24 base stations to ensure coverage of the 192 handsets the system supports. It not only gives your staff mobility, it also provides telephone access to staff who, in the past, have been denied this due to their duties or location. For example, with a hands-free headset and features such as auto answer, fork lift operators can now receive calls without taking their hands away from the controls of their vehicle.

## Importance of Integration

Why choose an integrated DECT wireless system? The Aria 300 DECT system retains all the system features of the PBX on mobile DECT handsets.

Features available on your desktop keystation such as call transfer, call back, system speed dials and access to voice mail are all there and just as easy to use!

And most importantly, the DECT handset can be "linked" to your extension. It then becomes a mirror image of your desktop keystation, giving you full functionality from either handset.

## Accessories to Suit

Your DECT handset is light, compact, portable and is available with optional accessories such as leather pouches to protect your investment and headset connections for use in noisy environments.

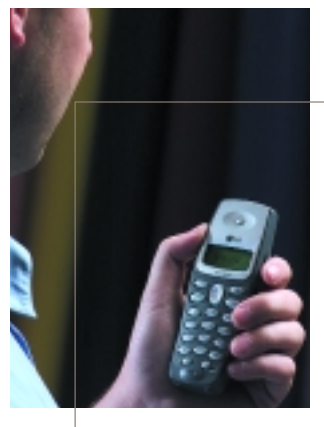
Free your staff from the confines of their desk and give them the freedom to be more productive as they carry out their tasks. The Aria 300 DECT wireless system can be one of the best investments you make for your business.

| Total                               | Capacity |
|-------------------------------------|----------|
| Card / Daughter board               | 3 / 3    |
| Maximum base stations               | 24       |
| Simultaneous calls per base station | 5        |
| Simultaneous calls system wide      | 96       |
| Maximum handsets                    | 192      |

| Specification      |  |
|--------------------|--|
| Standard           | DECT GAP                                   |
| Frequency range    | 1.88 - 1.9 GHz                             |
| Voice encoding     | 32 kbits ADPCM                             |
| Transmission power | MAX 250 mw                                 |
| Weight of handset  | 102g                                       |
| Battery type       | NiMH                                       |
| Standby time       | 50 Hours                                   |
| Talk time          | 9 Hours                                    |
| Display            | 2 x 12 characters / line<br>LCD with icons |

## Benefits of DECT

- Important staff can be contacted 'first time'
- Reduces 'telephone tag'
- Improves response time for customers
- Coverage of large area and multi level buildings
- Full functions of your desktop extension
- Quality digital voice clarity
- Secured voice channel



# Voice processing



**Customer service starts by connecting your customers with the person or service they want as quickly and efficiently as possible.**

Connecting people is the philosophy behind our call processing design. The intelligence, power and user friendliness of the Aria 300 PBX gives you the ability to ensure callers get the level of service you want them to receive.

Starting with basic features such as DID, callers are able to contact directly the person or department they require. More advanced processing features such as ACD Groups, Preferred Line Answer priority (PLA) and DID Re-Routing provide call queuing, priority and routing to process calls and locate available staff to handle your customer's enquiries.

Where employees are away from their desk, Aria mobility options such as DECT or paging will connect callers and stop telephone tagging. Employees on the road can have their calls forwarded off-net to their mobile, providing callers transparent connections. Staff who are away can leave temporary messages offering the caller options to leave a message or be transferred (by the Auto Attendant) to another person or department.

These are just a few of the benefits the Aria 300 offers to ensure your callers receive the attention you want them to get.

- Distinctive ring cadences for recall, internal and external calls
- Call Waiting CLI displays the number of the second incoming caller
- Call accounting statistics output
- Five ring modes - Day, Night, On Demand, Weekend and Automatic.
- Auto attendant call progress prompts

## **Auto Attendant**

Callers expect to get through to the person they want. If that person is not available or not at their desk, the Aria 300 provides them the next best thing - options.

The multi-layered Auto Attendant offers callers a number of options, so they may select the one that best suits them. By pressing a single digit they can transfer to reception, off-net to a mobile or another site, choose to leave a message or activate a page.

Night messaging also allows you to offer your callers real live options outside of your normal business trading hours.

## **ACD**

If you operate a call centre, it is possibly the communication hub of your business. The Aria 300's standard business software includes advanced ACD functionality for you to manage this important resource. You will benefit from productivity gains resulting from efficient call handling.

## **Call Centre Features and Statistics:**

- Supervisor can re-route a queued call to a new destination
- Call monitoring by supervisor
- Agents can log on to multiple groups
- Call status on LCD handsets: number of calls in queue, longest time and average time
- Total calls and number of unanswered calls
- Average and longest queued calls
- Number and total time when all agents are busy
- Average ringing and service time



## Computer Telephone Integration (CTI)

CTI combines the power and resources of two of the most powerful tools in your organisation, the computer network and the telephone system, to create a valuable business application that can increase service levels and productivity.

For inbound calls, CTI applications can utilise screen popping to display customer history from your database. This helps provide fast and efficient response to your customer's needs and you can log calls and produce reports to analyse response time and help plan better use of resources.

For outbound calls, simply look up the phone number in Outlook or your database, point and click and you are dialling! This saves you not only time, but money on misdialled numbers.

The Aria 300's open architecture supports Microsoft's international standard TAPI 2, interfacing with the widest range of applications available, allowing you to choose the most suitable for your needs.

## PC Attendant Console

The Aria-300 integrated PC based attendant console with point and click operation can help process calls quickly and accurately in high call volume environments.

## Call Centres

Management and call analysis software are valuable tools for call centres. Information provided by these applications can be made available to management, supervisors and agents anywhere on your LAN. Valuable real-time information, instructions and alerts are now available at a glance on staff computers.



## Voice Mail

The range of voice mail solutions available on the Aria 300 have been designed to provide your organisation the level of features it requires. Whether they are general voice mail features, more advanced features of powerful dedicated voice mail system or the networking functionality of Unified Messaging.

## Integrated Voice Messaging

The Aria 300's integrated voice messaging provides the features to meet the needs of most organisations such as time and date stamping, forwarding of messages, password protection and multi-level auto attendants. Starting from 4 ports and 5 hours recording time and expanding to 24 ports with 30 hours of recording time, it has been designed to cope with most demand-intensive applications.

## AriaMail

For businesses demanding more extensive voice mail applications, our external dedicated voice mail system, AriaMail, is perfectly matched to the Aria 300. It provides seamless operation and advanced features such as remote notification, rewind/fast forward through messages, broadcast and an unlimited number of system greetings.

Available (and expandable) in 4, 6 or 8 port configurations and with 70 hours storage, the system is easily administered via telephone, laptop PC or remotely via modem.

## Unified Messaging

For advanced networking requirements, optional Unified Messaging gives you access to your voice mail, email and faxmail. Based on Microsoft Exchange software, this system will unify all your messaging in one location which can be accessed through applications such as Outlook, a web browser or a telephone.

# VoIP and Networking



**Voice and data convergence has arrived!**  
**Is your existing telephone system capable of taking you there?**

It is imperative when choosing the right telephone system for your business, you choose a system that can offer you a voice and data convergence solution. The Aria-300's IP solution provides the initial step towards this network convergence for your business.

The integrated Voice over Internet Protocol (VoIP) board provides a cost-effective solution for transmitting ordinary telephone calls over your existing data intranet, and ultimately, the Internet.

## Networking

The VoIP board integrates seamlessly with your company's LAN or WAN and offers transparent networking features to companies who have multiple offices located intrastate or interstate.

By utilising networking features such as a centralised attendant, your receptionist can tell at a glance who is on the phone, no matter where the extension is located within your LAN or WAN. Transfer internal calls to your other offices utilising your existing data network, or create a unified national numbering plan that allows callers between offices to dial extension numbers without the need to go through traditional network carriers and attract expensive toll rates.

Create your own private network between your offices or branches with minimal changes to your existing data infrastructure.

Aria-300's IP solution is designed to fit your needs and is your company's invitation to the future of telephony.

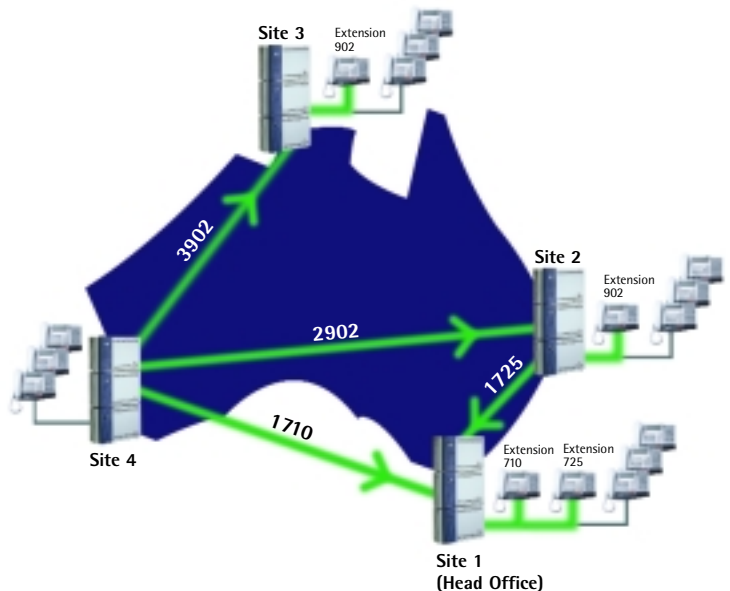
## Qsig

Qsig is an open international standard supported by the major PBX suppliers. Using ISDN technology, Qsig supports a wide range of basic and advanced features between different brands of PBX.

Using the 'D' channel on the ISDN service to establish a call, costs are incurred only on usage, and along with the feature transparency provided by Qsig, you can create your own cost effective virtual private network.

## 4 Wire E & M

In our endeavour to protect your investment, we design equipment that will not only see you well into the future, but also maximize the life of your current investments. 4 Wire E & M analogue interfaces are reliable, proven and well supported, with many companies still utilising this technology. With this in mind, the Aria-300 has been made backward compatible to support 4 Wire E & M tie lines.



**National Numbering Plan**

# Communication solution

