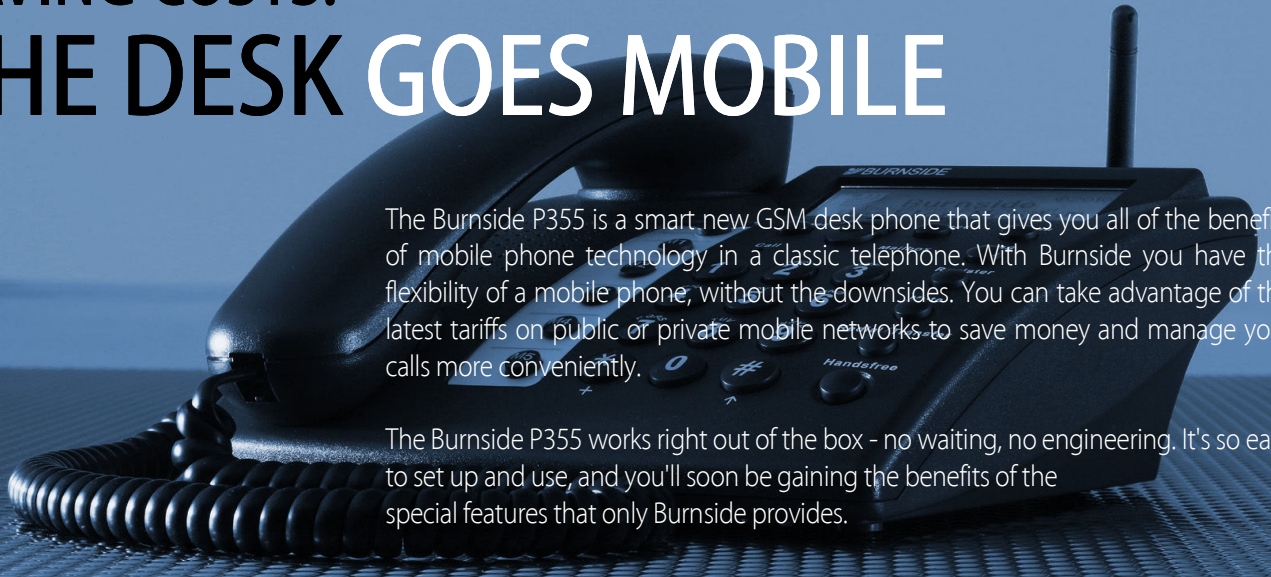




# SAVING COSTS: THE DESK GOES MOBILE



The Burnside P355 is a smart new GSM desk phone that gives you all of the benefits of mobile phone technology in a classic telephone. With Burnside you have the flexibility of a mobile phone, without the downsides. You can take advantage of the latest tariffs on public or private mobile networks to save money and manage your calls more conveniently.

The Burnside P355 works right out of the box - no waiting, no engineering. It's so easy to set up and use, and you'll soon be gaining the benefits of the special features that only Burnside provides.

## EVERY DESK SHOULD HAVE ONE - HERE'S WHY...

The Burnside phone offers you a permanent and shareable resource that anyone can use, and includes these main features:



- ★ Quad-band GSM for worldwide phone, SMS and Internet connection
- ★ Simple and quick installation, without needing a manual
- ★ Clear visual display and straightforward menus for easy set up and use
- ★ Superior voice quality using Burnside Crystal™ technology
- ★ External antenna to optimise GSM signal reception
- ★ SMS send and receive from the phone keypad or an attached PC
- ★ Power supply with integral battery backup
- ★ Advanced office phone features, including Burnside Easy Call Transfer™
- ★ Accommodates plug-in or Bluetooth-connected headset
- ★ Hands-free operation with a built-in loudspeaker
- ★ Optional wall mounting accessory for safety and security
- ★ Now supplied by UK Mobile Network Operators

**CALL 03333 441200 TODAY  
AND GET *YOUR* DESK MOBILE!**

All Burnside products are designed and manufactured in the UK.

## How does the Burnside P355 compare to a handheld mobile phone?

### DID YOU KNOW.....?

Calls made from a landline to a mobile phone can cost you up to twice as much as the same calls made from a mobile.

Most mobile network service providers offer sharing tariffs that allow you to call other mobiles included in your contract free of charge.

### HOW DOES IT WORK?

Simply insert an active mobile 2G SIM card into your Burnside GSM Desk Phone and you're ready to go. Use it like a regular mobile to begin saving money.



### WHO USES BURNSIDE FIXED CELLULAR PHONES?

- Call centres, service centres
- Telecare providers and health services
- Police and security services
- Taxi and vehicle rental companies
- Customers in remote locations
- Exhibitions and outdoor events
- Incident support and security services
- Marine and railway transport

#### It's easier to use

Anyone can install and use it without having to read a manual. Just pick up the handset and dial. When it rings - just pick up the handset or press the HANDSFREE key.

#### It's easier to make calls

The large keys are easy to see and select without making a mistake. There are five speed-dial memory keys for the numbers you use most often, plus re-dial for the last number you called.

#### Its display is easier to read

The characters are bigger and easier to read on the unit's large backlit display.

#### It works better in poor signal areas

The external antenna is more sensitive than a mobile phone antenna, so it's able to optimise GSM signals in places where there is interference or where handhelds cannot obtain a signal.

#### It can use Burnside Easy Call Transfer™

A call comes in but it's not for you. No problem, just press Hold, dial the other person's number and press Hold again. The call is then transferred back to the network.

#### It can make recordings of your calls

The Burnside P355 supports an in-line microphone connection, allowing you to connect it to a sound recorder and make high quality recordings of important conversations.

#### It's permanent and shareable

It normally stays in the same place on the same desktop or wall. So unlike a personal mobile phone it can always be found, and it's much less vulnerable to being damaged or stolen. Everybody knows where it is, so they can use it to make and take calls.

#### It's always available

Using the supplied AC mains adapter, the P355 will run constantly. However, if the mains power supply does fail, it will continue to operate on its internal backup battery for several days in standby mode.

#### It's safer to use

By locating the antenna well away from your head, any possible risk to your health from radiation is reduced.

#### It can work with your computer

Connect the phone to your PC via its USB connection and use customer contact (CRM) applications with TAPI support to do the dialling for you. With your PC connected, you can also manage your SMS messages more easily and use the Internet.



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