

VIKING

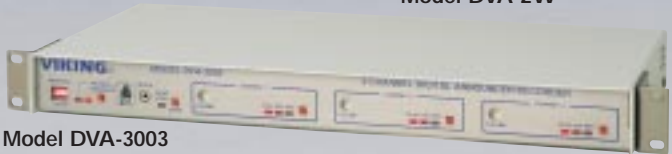
Digital Voice Announcers Buyers' Guide

The most comprehensive source
for all of Vikings' Announcement Systems

Handle
more calls on
existing lines!



Model DVA-2W



Model DVA-3003



Model DVA-1003B



Model DVA-1002



Model DVA-500A



Model DVA-LP



Model K-2000-DVA

Provided by

VIKING ELECTRONICS

Hudson, WI 54016 • (715) 386-8861

Sales@VikingElectronics.com

Visit Our Web Site: <http://www.VikingElectronics.com>

Telecom Solutions for the 21st Century

Digital Voice Announcers – That's right, they're everywhere

You can hardly make a phone call these days without hearing a recording of some kind. Voice Announcers give you show times at the movie theater and school closing information. They tell your customers that they've called after hours. They even play promotional messages or custom music while the caller is on hold. The bottom line is that all types of organizations are making a conscious change away from costly live answering, especially in applications where the majority of callers are seeking routine information. During peak business hours, live answering means extra staffing, extra cost and lost calls from customers who don't like to wait for more than 4 rings. Voice announcers, digital voice announcers in particular, can answer more routine calls per hour than most live company operators.

Digital announcers are no longer limited to large organizations. Today, digital announcers have a place in every office, even small office/home office (SOHO). For example, when used with a 2-line call sequencer (Viking TMS-2), 2 line music on hold adapter (Viking MOH-2L) or single line phone system (Viking TS-1) a digital announcer can give the caller different messages at timed intervals. That keeps them on line and assures them that they have not been forgotten. Some companies introduce new products this way, while others offer daily, even hourly specials to keep their customers up-to-the-minute. It's a great way to rack up additional sales.

Even music on hold, which usually consists of a radio hooked into the phone system, has given way to custom recorded music combined with periodic voice messages.

These are all good reasons to add a Digital Voice Announcer to your phone system. But which one is right for you? What features should you look for? This booklet will give you all the information you need to make an informed choice.

Obviously we would like you to purchase a VIKING brand Digital Voice Announcer. However, the information contained in this booklet will help you no matter whose product you buy.

Getting to Know the Technology

We're well into the digital age and that means the end of tape and drum recorders. Broken tapes, rewind cycles, and periodic cleaning are headaches that, thankfully, you don't have to worry about anymore. By storing your voice messages and background music as digital data, you eliminate all the problems associated with mechanical systems. Today's digital announcers are also far more intelligent, offer you more features, and are easier to use and reprogram. Before you start shopping for a digital announcer, become familiar with these features and terms.



Memories are made of this

All digital voice announcers come equipped with a base amount of message storage capacity. Manufacturers rate their equipment in terms of the length of message it can store. Some manufacturers make memory expansion kits available to increase the storage capacity of their devices. For example, the Viking DVA-500A comes from the factory with 16 seconds of message storage. However, with the addition of a memory module you can increase the message length to a full minute. Memory expansion is an important feature to look for, since many users find additional uses for their announcers once they are installed.

Sixteen seconds is enough time to record basic information such as business hours and phone system announcements such as "Thank you for calling. Your call will be taken by the next available agent." However, longer announcements, such as weather conditions, school closings, bank and commodity rates, and movie listings and times, usually require additional memory.

In addition to memory size, memory volatility is another consideration. Most Viking Digital Announcers come equipped with non-volatile memory or ERAM—memory that will not dissipate during power failures. Volatile memory DRAM requires a backup battery to avoid re-recording the message after a power interruption. While ERAM is the more preferred type, it is also more expensive.

What's the Protocol?

Protocol is an issue that sounds more intimidating than it really is. You know that home answering machines activate when they detect an incoming ring. This is known as "Ring Trip" activation.

However, if your organization has a phone system such as a PABX, ring trip may not work well. That's because many Key systems, Hybrid Key, and PABX systems intercept the ringing voltage from the phone company and then activate the voice announcer with a separate set of wires and a pattern of commands. The wiring sequence and pattern of coded commands are known as the Protocol and E & M Interface. Unfortunately, each phone system manufacturer employs a different wiring and triggering pattern for their E & M Interface. That means the voice announcer you select must be compatible with your phone system. Many of Viking's announcers include 16 Protocols – enough to work with the majority of phone systems on the market today.

What's the Hang-up?

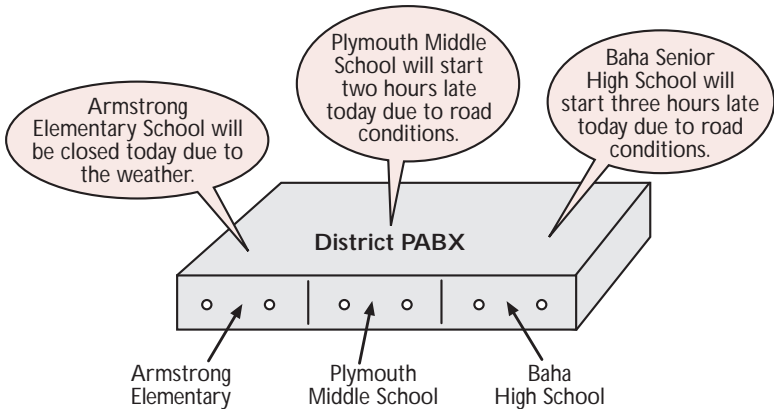
A voice announcer that cannot detect caller hang-up is an announcer that is wasting your telephone resources. Why keep playing the message and tying up your phone line long after the hang-up? You want a voice announcer that is equipped with disconnect sensing. This is known as Calling Party Control (CPC). All Viking announcers except the DVA-1002 are equipped to detect the CPC disconnect signal generated by the phone company. With CPC detection, if a caller hangs up 8 seconds into your 1 minute message, the announcer will stop, recycle, and be ready for the next call. Digital recycling is immediate – no time-outs, no rewind. CPC detection helps you handle the highest number of calls per hour.



Channels and Ports

A multi-channel voice announcer can answer more than one line at a time. A three channel announcer, for example, can simultaneously dispense three different messages to three different lines, the same message to three different lines, or a combination of the two. The key feature of a multi-channel announcer is its ability to run all three channels at the same time. If you anticipate a high volume of incoming traffic, a multi-channel announcer is the perfect choice.

A multi-port announcer, on the other hand, can record and play several messages, but it cannot play them at the same time. The Viking model DVA-1002, for example, will hold two messages. Many businesses use the DVA-1002 to provide a day message and a night message. Most phone systems offer a night mode feature that transfers incoming calls to a different extension after hours. A single channel multiple port announcer is a cost efficient alternative to a multi-channel device in many applications.



Message Recording

If you've always wanted to get into broadcasting, the digital voice announcer may offer you your first break. Grab a standard carbon handset, push the record button, belt out your pitch, and hope that the caller has a side job as a talent scout. However, if you're like most people, you'll have to find a willing

voice-friendly employee or hire professional talent to record your message. Hiring professional talent means that your digital announcer must be equipped with a tape jack to facilitate downloading from a tape recorder. The tape jack method preserves the high quality of your recording and eliminates the background noise and distortion created by playing a tape recording into a regular handset. Most tape jacks also accept a microphone.

Look for an announcer/recorder with a volume level indicator or Automatic Gain Control (AGC) to ensure proper playback volume and prevent distortion.

Another valuable feature to consider is remote record capability. This feature gives you the ability to call into the voice announcer and change your message from any location. Just enter your security code and follow the remote record sequence. Your new message will begin on the very next call.

If you need a multi-channel announcer and you intend to use the same



message on all channels, look for a model that allows you to record on all three channels at the same time. It will save you lots of time.

Whichever record method you choose, make sure that your announcer has an automatic message length feature. That allows you to record less than your announcer's maximum message length and use only that recorded portion as your announcement. The announcer will ignore the unused portion, giving you faster call turnaround.

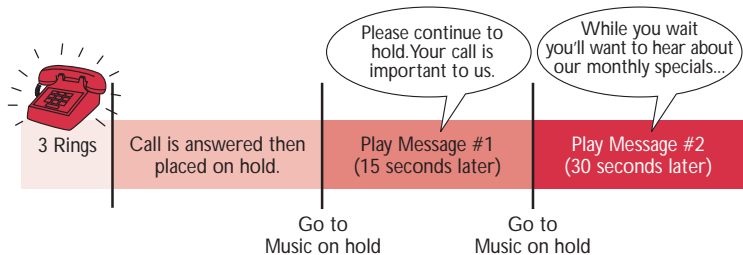
Ring Delay

Just as the term implies, if you intend to use your announcer in the ring trip mode, choose a model that allows you to select the number of rings the announcer receives before it answers.

Message Repeat and Timed Intervals

Most users want the flexibility of programming different playback options. Continuous playback gives callers additional opportunities to hear information they may not have heard on the prior playback. It also eliminates repeat callbacks from callers who may have missed information from the prior call.

Timed interval playback gives you the option of interjecting promotional messages over music for callers on hold. (Available on the DVA-2W only)



Messages such as, “Please stay on the line, the next available agent will be with you shortly,” or “We appreciate your patience,” can be played along with custom music on hold to create a friendly environment during peak call periods.

Transfer After Announcement

This feature allows the caller to stay on the line after the completion of the announcement and be transferred to another extension or line. Without transfer, you run the risk of losing a potential caller because they have not heard the answer to their specific question during the announcement.

Who Needs it and How Would I Use it?

Organizations that use Automated Call Distributors, Universal Call Distributors, Automated Attendants, and Call Sequencers usually require a voice announcer. The only question is which model is correct for their application. The charts on the following pages help you select the appropriate model.

NEW Alarm Dialer/Announcer

The K-2000-DVA combines the best features of a multi-channel digital announcer with the convenience of a multi-number dialer. In dialer/announcer mode, the K-2000-DVA activates from a contact closure on any of its 8 dry-contact inputs. Each of the 8 inputs can store 8 different phone numbers in memory. Upon activation, the K-2000-DVA dials each of the 8 phone numbers and plays the assigned digital message to each of the called parties. The K-2000-DVA is the perfect choice for notifying personnel in the event of emergencies such as fire, break-in, system trouble or shut-down, high or low temperature conditions, gas leaks, etc. In addition to digital voice notification, each of the 8 inputs can dial and communicate with a pager, allowing the user to program up to 32 dialing and data digits.

The K-2000-DVA can also be programmed to operate in broadcast mode, where a contact closure on any of the 8 inputs activates an input-specific digital message for broadcast over a PA system. Applications include routine department paging for retail stores, as well as broadcasting critical alert messages to personnel and customers during emergency situations such as bomb threats, chemical spills, gas leaks, and all weather related emergency situations. As terrorist threats become a reality, prompt notification is becoming a necessity. The K-2000-DVA allows business owners to plan ahead to provide for the safety of personnel and customers.

Here are some examples of other uses for digital voice announcers:

Theatres, "Tonight at 8:00 our feature is"
 Sports arenas "Saturday is bat day"
 Civic Centers "The Home and Garden show starts...
 Charities, non-profits, clubs, etc. "This Sunday's walk to raise money starts at..."
 Churches "Our Wednesday night speaker will be"
 Banks and brokerage "Today's interest rate is..."
 Travel Agents "Our travel specials this week are"
 Art Galleries "Our current exhibit is"
 Museums "Our hours are...The display you are viewing"
 Insurance companies "If your car was damaged in the recent storm..."
 Government Parks and Recreation "The 4th of July celebration will begin at..."
 Campgrounds "We have no vacancies on "
 Casinos "Appearing this week
 Medical clinics "clinic hours are..., if this is an emergency call 911"
 Employment Agencies "This weeks job postings are"

If you want to:

You need

Record multiple messages and play them in order when the caller is on hold	DVA-2W
Record multiple messages and play them in order at timed intervals when the caller is on hold	DVA-2W
Repeat message until caller hangs up (requires CPC)	DVA-500B, DVA-1003B, DVA-3003
Transfer the call to another extension after playing the message	DVA-500A, DVA-1003B, DVA-3003
Activate the message with a contact closure	DVA-2W
Activate the message with programmable ring delay	DVA-500A, DVA-1003B, DVA-3003
Have full operation during power outages without batteries (ring trip applications only)	DVA-LP
Record messages from a remote phone	DVA-500A, DVA-1003B, DVA-3003, DVA-LP
Record a day message and a night message and play from different ports	DVA-1002

If you are:

A large organization that must dispense information to a large number of callers DVA-3003, DVA-1003B

Which Viking Digital Announcer is Right for You?

3 Channel Digital Announcers 2 Models

Model #	Factory Message Length Per Channel	Expandable to	Record Capabilities			
			Remote	Local	1 Message/Channel	Must record each channel individually
DVA-1003B	16 seconds	1 minute	Remote	Local	1 Message/Channel	Must record each channel individually
DVA-3003	1 minute	4 minutes*	Remote	Local	1 Message/Channel	Record individually or all 3 at once

Model #	Memory	Answering Protocols			Other Features		Power
		16 E&M	Ring Trip	Ring Delay	CPC Disconnect	Transfer after announcement	
DVA-1003B	Non-volatile	16 E&M	Ring Trip	Ring Delay	CPC Disconnect	Transfer after announcement	120V AC/48V DC
DVA-3003	Non-volatile	16 E&M	Ring Trip	Ring Delay	CPC Disconnect	Transfer after announcement	120V AC/48V DC

*The DVA-3003 can be converted to a single channel announcer with an extended message length of up to 12 minutes.

Both models can be programmed to play messages once or continuously.

Single Channel Digital Voice Announcers

Model #	Factory Message Length Per Channel	Expandable to	# of Ports	Record Capabilities		
DVA-500A	16 seconds	1 minute	1	Remote	Local	–
DVA-1002	32 seconds	–	2	–	Local	Two Messages [†]
DVA-LP	16 seconds	–	1	Remote	–	–
DVA-2W	1 minute	4 minutes	1	–	Local	Multiple Messages*

Model #	Memory	Answering Protocols			Other Features		
DVA-500A	Non-volatile	16 E&M	Ring Trip	Ring Delay	CPC Disconnect	Transfer	–
DVA-1002	Volatile	3 E&M	Ring Trip	–	–	–	Ni-cad for memory
DVA-LP	Non-volatile	–	Ring Trip	–	CPC Disconnect	–	Fully Line powered
DVA-2W	Non-volatile	–	–	Contact Closure*	CPC Disconnect*	–	AC power only

[†] The DVA-1002 will play two different messages, but can only play one at a time. Port #1 provides ring trip or E&M Protocol. Port #2 provides ring trip only. Port #2 is commonly used for night answer applications to play an after hours message.

*The DVA-2W requires the RAD-1 (and “MSG-MOD” software) to provide ring trip and CPC disconnect features. It can also provide on-demand operation by contact closure. The DVA-2W includes 2 watts of amplification and can be programmed to provide multiple messages that fade in and out over background music at 15, 30, and 60 second delay periods.

Viking's Professional Digital Announcers



Model: DVA-LP

Line powered digital voice announcer

Fax back document No. 128



Model: DVA-2W

Promotion on hold announcer
1 to 4* minutes

Fax back document No. 128



Model: K-2000-DVA

Multi-Input Voice Dialer Announcer

Fax back document No. 303



Model: DVA-1002

2 Port digital voice announcer

Fax back document No. 120



Model: DVA-500A

1 Channel, non-volatile digital
voice announcer

Fax back document No. 115



Model: DVA-1003B

3 channel, non-volatile digital voice announcer

Fax back document No. 125



Model: DVA-3003

3 channel, 1 to 12* minute
digital voice announcer

Fax back document No. 127

VIKING®

Telecom Solutions for the 21st Century

Fax Back: (715) 386-4345

Sales: (715) 386-8861 • Fax: (715) 386-4344

<http://www.VikingElectronics.com>

*Basic unit can be expanded from
1 minute to 2, 3, or 4 minutes
per channel using ERAM-60 on
eminate memory expansion kits.

Model: ERAM-60

Fax back document No. 130