Strata[®] DK Sales Bulletin

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Announcing Strata DK TAPI Demo Kit	
We are pleased to announce the new Strata DK TAPI Demo Kit. This exciting new sales tool will significantly enhance your ability to sell Computer Telephony Integration (CTI) capabilities with Strata DK systems. CTI applications combine the strengths of Strata DK features with custom functionality of personal computer applications running Microsoft® Windows®.	
The Strata DK TAPI Demo Kit, used with the DK16 Demo Kit, enables sales representatives to conduct professional, live Strata DK CTI demonstrations right in your prospective customers' offices. This provides customer convenience, builds credibility, portrays a more professional image, and helps make the installation and use of the Strata DK system and CTI application seem easy.	
Computer Telephony Integration capabilities will make Strata DK systems more competitive, more valuable, and easier to sell than ever. Many new market opportunities will be available to authorized Toshiba dealers. The Strata DK TAPI Demo Kit will help you get off to a great start selling these exciting capabilities.	
Here is a brief introduction to the Strata DK TAPI Demo Kit. The user guide contained in each Strata DK TAPI Demo Kit has all the details.	
Toshiba TAPI	
The Computer Telephony Integration Specification was jointly developed by Intel® and Microsoft. It consists of both the Telephony Application Programming Interface (TAPI), used by applications, and the Telephony Service Provider Interface (TSPI), implemented by service providers such as Toshiba.	
Toshiba's Computer Telephony Integration strategy is based upon TAPI. Strata DK systems are TAPI compatible when using the Toshiba DKT TSPI. Toshiba provides the TAPI connection through a 2000-series Digital Telephone with a Personal Computer Data Interface Unit (RPCI-DI).	

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TAPI compatible Strata DK systems include the DK8, DK16, and DK280. It also includes older Strata DK systems, such as the Release 3 and 4 versions of the DK24, DK56, and DK96, with 2000-series digital telephones. However, TAPI applications requiring Caller ID/ANI are only supported on Strata DK280 Release 3 systems.

Strata DK TAPI Demo Kit

The Strata DK TAPI Demo Kit contains the following items:

- Personal Computer Data Interface Unit (RPCI-DI): The RPCI-DI can be installed on any 2000-series digital telephone (cable not included). A digital telephone that is equipped with an RPCI-DI can be connected to a personal computer with application software using TAPI to provide customized functionality through CTI. Any TAPI-enabled PC software application is compatible with Strata DK systems. A 2000-series digital telephone that is equipped with an RPCI-DI can also be connected to a personal computer or ASCII terminal to make data calls to printers, personal computers, and other data devices. Users can also make voice calls using personal computer directory dialing software without the need of a modem or extra outgoing line.
- ACT! 2.0 Trial Size Sample Application Disk: Toshiba is authorized to distribute a limited number of trial size versions of SymantecTM ACT!.® The trial size version is a fully functional version of the popular contact manager software and supports up to 25 contact records in the database for demonstration purposes.
- ACT! Phone Link/Toshiba DKT Service Provider (TSPI) Disk: Once installed, the Phone Link will TAPI-enable ACT! and adds TAPI to the Windows operating system on the user's PC. The same disk also installs the Toshiba Strata DK Service Provider software drivers onto the user's PC. An automated screen prompted process makes the installation process quick and easy.
- Strata DK TAPI Demo Kit User Guide: The user guide provides all the information needed to install, configure, test, troubleshoot, and use your TAPI Demo Kit to conduct impressive and effective Strata DK CTI demonstrations.

Additional Items Required for the Demo

Strata DK Telephone System: The Strata DK TAPI Demo Kit is designed to be added to your existing Strata DK16 Demo Kit. The Strata DK16 Demo kit is compact and easy to transport in a strong and light weight carrying case. This makes it ideal for on-site customer demonstrations. The Strata DK16 Demo kit is available to authorized Toshiba dealers at a special price, making it an excellent value and a worthwhile investment for your organization.

The Strata DK TAPI Demo Kit can be added to any Strata DK system with 2000-series digital telephones. TAPI compatible Strata DK systems include the DK8, DK16, and DK280. It also includes older Strata DK systems, such as the Release 3 and 4 versions of the DK24, DK56, and DK96, with 2000-series digital telephones.

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■ 2000-series Digital LCD Telephones: To make the ACT! sample demo application most effective, the recommended demo configuration contains three telephones to enable calling from one telephone to the TAPI-enabled telephone. Once the call is answered at the TAPI telephone, the call can be conferenced with or transferred to the third telephone.

Two of the telephones need to be LCD telephones so the customer can easily identify the calling station's intercom/directory number and verify that the correct number displays on the TAPI-enabled telephone and matches the record that is displayed from the ACT! database.

- **Computer:** TAPI requires a Personal Computer with at least 8 MB RAM running Windows 3.1, 3.11, or Windows 95. ACT! requires 5 MB of hard disk space.
- **Cable:** A straight-through cable is used to connect the RPCI-DI to the PC. The RPCI-DI end of the cable is a DB-25 male connection. The PC end of the cable can be either a DB-9 male (most portables) or a DB-25 male connection.

Strata DK TAPI Demo Application

The Strata DK TAPI Demo Kit provides sales representatives the ability to present effective Caller ID/ANI screen pop demonstrations. The sample ACT! application is included because screen pops are the main CTI application customers are interested it. Best of all, it is easy, and does not require any special equipment or CO lines.

A station to station call can simulate an incoming Caller ID/ANI call because station ID is delivered in TAPI via the same TAPI message that delivers ANI or CLID. For example, when using ACT! software, the calling telephone extension number is delivered to ACT! with the call. ACT! then searches its database for the telephone field that matches the extension and then displays that contact's record on the CRT screen.

In this demo using a station to station call to simulate a Caller ID/ANI call, soft keys must be turned off (Mode 70) on all telephones. This, of course, is not required in a demo using live Caller ID C.O. lines.

Please note that this demo does not use live Caller ID C.O. lines, so it can be done on Strata DK8, DK16, and DK280 systems. The demo can also be done on older Strata DK systems, such as the Release 3 and 4 versions of the DK24, DK56, and DK96, with 2000-series digital telephones. However, actual installed end user TAPI applications requiring Caller ID/ANI are only supported on Strata DK280 Release 3 systems.

Availability

The Strata DK TAPI Demo Kit is scheduled to begin shipping on January 31, 1996. Orders for the Strata DK TAPI Demo Kit can now be placed.

The part number of the Strata DK TAPI Demo Kit is TAPI-DEMO-KIT.