



# STYLE+

In touch and in style!

For upscale retailers, everyone and everything together create the desired ambience of quality and style. For a phone that is elegant as your premises plus exceeds expectations in ease of use and functionality, Panasonic has the solution.



## KX-TPA73 The Stylish IP Wireless Phone

- On the counter, in your pocket or on a belt, it fashionably fits your business.
- New button layout, menus and even direct shortcuts make operation simpler and more intuitive.
- Durable to handle day-to-day use.
- Superior Panasonic audio quality and connection stability.

## Case Study: STYLE+ In touch and in style!

At this high-end boutique, every detail from the lighting to the bespoke furnishings promises a fashionable experience. When the owner decided to upgrade communications, she wanted a phone system and terminals that are in style in every way from a look that matched the elegant shop interior to the sophistication of the latest IP wireless DECT features.

With Panasonic and their carrier partner's support, the upgrade to the freedom of stylish mobility and advanced functionality was "plug-and-play" easy. The stylish TPA73 handset on the counter is always available and perfectly fits the shop ambience. Equipped with TPA73 handsets, employees were free to move around the premises and always be in touch. Hallmark Panasonic DECT technology ensured clear audio quality when taking the handset into the storeroom to check a customer inquiry about stock. STYLE+ is the promise of comfortable portability and intuitive "blind touch" operation in a dynamic design. The sculpted charger stand, the molding of the curves to your hand, and the positioning and response of buttons, side keys and even the headphone jack - all reflect our in-depth ergonomic research.

Only a few months after installation, the staff are taking full advantage of the functionality thanks to the intuitive interface, and the owner can see the difference in the bottom line and the smiles of her customers.



## Panasonic Sets Your Business Free

Today's workplace is changing. Mobility, workstyle renovation, and diversification demand flexible cloud-based mobile solutions. Pioneering Panasonic DECT and IP technologies are helping you cut the cord and getting your business on the move. When Panasonic introduced the KX-TGP600 Single-Cell DECT system with 8 simultaneous call capacity, it opened the eyes of business to the vast potential of IP wireless DECT technology and ignited a revolution in workplace communications. Supported by a wide lineup of mobile and desk-type DECT terminals, this solution anticipated the demand for greater mobility in the workplace and the needs of diverse workstyles. Now this same DNA has sparked another evolutionary leap: new high-performance terminals with enhanced functionality and improved ergonomics and the ground-breaking KX-TGP700 system with "16 handset x 16 line x 16 simultaneous call" capacity. With Panasonic, designing an IP wireless DECT system to precisely fit your needs now and in the future has never been easier.

Reduced hardware costs and the simplicity of the Panasonic IP wireless DECT system are the just beginning of the advantages. Getting started only requires an internet connection, power connection, and service through a Panasonic SIP Carrier Partner. After the swift installation without costly cable laying, functions like the Key System Feature check line status and prevent lost calls and business opportunities. Impact your bottom line with lower operation costs and energize your workplace with the power of Panasonic IP wireless DECT mobility.

Free your business and put your potential in motion with Panasonic IP wireless DECT.

\*Distance varies depending on the environment.



## Business phones for people who know and mean business.

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## KX-TPA73 The Stylish IP Wireless Phone

Intuitive operation is supported by the redesigned graphic user interface optimized for the 2.2-inch Color LCD support and the hardware ergonomics for a more responsive and friendly user experience. On display on the counter or in your pocket, it fashionably fits your business.

- Vibration notification
- Bluetooth 5.0
- Shortcut key customization
- Louder speaker volume (improved hands free use)
- Rapid charge Li-ion Battery (Talk: 18h, Standby: 200h)
- Charger Cradle (ON/OFF indication)
- Back rubber-like surface finish for a sure grip.
- Swivel belt clip

For more information, please contact your Panasonic sales representative or your Panasonic SIP carrier partner.

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