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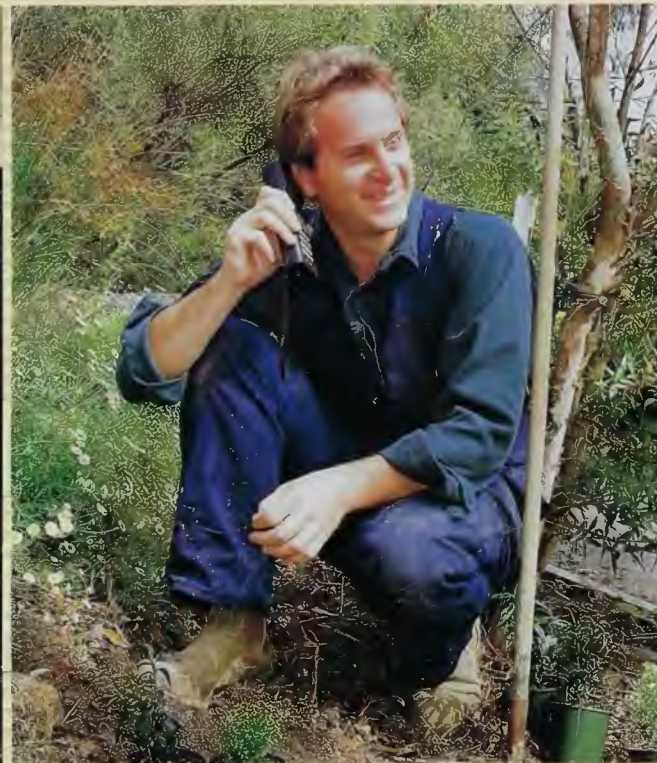
# T H E T E L E C O M C A T A L O G U E



**SAVE MONEY ON CALLS**



**SPECIAL COMMANDER™ UPGRADE  
AND EXPANSION OFFERS**



**NEVER MISS ANOTHER  
IMPORTANT CALL**



**Telecom Australia**

**IT'S EASY TO ORDER  
DIRECT  
FROM TELECOM  
AUSTRALIA**

Dear Customer,

Welcome to the first issue of *The Telecom Catalogue*. Designed specifically to meet the communication needs of small and medium-sized businesses, it's your guide to the key services and products currently available through Telecom Australia.

In each issue, you'll find valuable information, including the latest technological updates and how they can benefit you, plus special, money saving offers.

Our Summer issue also offers you the chance to enter our exciting prize draw. You could be one of 4 lucky readers to win a trip for 2 people to Hawaii, staying only minutes from fabulous Waikiki Beach.

To take advantage of our special offers, or to obtain more information about our services and products, you can phone or fax us with your request. Alternatively, you can complete and return the order form in the centre of the catalogue.

We look forward to being of service to you soon.

Regards,



M. J. Fairman  
General Manager, Marketing and Sales Operations  
Telecom Australia  
Commercial Division

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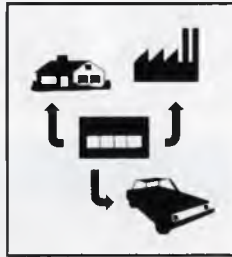
# NEVER MISS ANOTHER IMPORTANT CALL

Order any 2 of these services and get the 3rd free.

Ever worried about business you could lose while your phone is unattended or busy?

With one or more of these special Telecom Easycall services, you can make sure you never miss another important call.

**Telecom Call Diversion** means you don't have to worry about missing calls when you're out and about. You simply code your phone to redirect any incoming calls to the number of your choice, so you're always within reach.\*



**Telecom Call Waiting** means you can handle 2 calls at once on the same line. If someone rings while you're talking, a discrete tone will sound and by pushing 2 buttons, you'll be able to put the first call on hold while you answer the second or even swap back and forth between the two.

**Telecom Enquiry/Conference** is like having an extra phone line. If you're on a call and need to speak with someone else, you can put your caller on hold, dial the second person and then speak privately with either party - or even connect the 3 of you together, for a conference-style conversation.



David Patrick, Australia's Best Tyre Service

**ALL 3 SERVICES  
\$4.25 A MONTH.**

You can order any 1 or any combination of these Easycall services, according to your needs. Order any 2 and you'll get the 3rd free.

Any 1 service	\$ 2.00 per month
Any 2 services	\$4.25 per month
Get the 3rd service free	

Phone now or fax or mail your request using the enclosed order form.

## NEED A TOUCHTONE PHONE? IT'S YOURS FREE!

To take advantage of these Telecom Australia services, you'll need a touchtone telephone. Touchtone phones make a beeping noise when you touch the buttons.



If you are renting a Telecom Australia phone and it is not a touchtone phone, we will swap your old Telecom rental phone for the latest Telecom Touchfone® 200. Have it courier delivered for only \$8 or collect it free from any Telecom Business Office.



**60-day satisfaction guarantee.** If not completely satisfied with these services in the first 60 days, we will credit the monthly service charge for that period.

Telecom Call Waiting, Call Diversion and Enquiry/Conference are available from most telephone exchanges. If your phone is hard-wired (i.e. wall-mounted) any additional wiring or relocation of sockets will incur the normal fee for service rates. \*Diverted calls are charged at normal call rates and calls diverted to mobile phones will be at normal mobile call rates.

It's easy to order direct from Telecom

**CALL 13 2000**

EXT 3140

FREEFAX 008 055 000  
or mail your order today.

# SAVE MONEY ON ALL YOUR CALLS

With Total Call Saver, you'll save on all\* your calls - STD, International - even local calls!

And that's only the start, because Telecom Total Call Saver also covers your facsimile, modem and automatic Telecom TELECARD calls (see page 14); as well as calls made from your business phone to any mobile phone (see page 10).

Even better, these savings apply 24 hours a day, 7 days a week.

It's easy to calculate your savings with Telecom Total Call Saver.

**\$5 membership per month for a 5% saving**

**\$15 membership per month for a 6% saving**

As a guide, if you spend between \$200 and \$1,000 a month, then the 5% option is best. If you spend \$1,000 or more, we recommend the 6% option.

To subscribe to Telecom Total Call Saver, phone now or fax or mail your request using the enclosed order form.

\* Total Call Saver does not apply to 0055/0051, Freecall 008, Faxstream, all operator assisted calls, Customnet, ISDN and calls from mobile phones. Savings do not apply to phone rental.



Wayne Richardson, Wayne Richardson Sales - Gaska Tape Australia

## CHECK HOW MUCH YOU COULD SAVE.

5% OPTION			
\$5 per month			
AVERAGE MONTHLY USAGE	ANNUAL* SAVINGS	AVERAGE MONTHLY USAGE	ANNUAL* SAVINGS
\$200	\$ 60	\$ 800	\$420
\$400	\$180	\$1000	\$540
\$600	\$300	\$1200	\$660

6% OPTION†			
\$15 per month			
AVERAGE MONTHLY USAGE	ANNUAL* SAVINGS	AVERAGE MONTHLY USAGE	ANNUAL* SAVINGS
\$1000	\$ 540	\$1900	\$1188
\$1100	\$ 612	\$2000	\$1260
\$1200	\$ 684	\$3000	\$1980
\$1300	\$ 756	\$4000	\$2700
\$1400	\$ 828	\$5000	\$3420
\$1500	\$ 900	\$6000	\$ 4140
\$1600	\$ 972	\$7000	\$4860
\$1700	\$1044	\$8000	\$5580
\$1800	\$1116	\$9000	\$6300

★Savings are net after monthly membership.

†There is no upper limit on usage or savings.

# CUT THE COST OF LONG DISTANCE CALLS

Telecom Business Circle is a brand new Flexi-Plan™ designed to save 10%\* on your most frequently called STD and International numbers, as well as calls from your business phone to any mobile phone.

So, every time you ring your most frequently called long distance phone numbers, you make additional savings over and above those you would normally make with Telecom Australia's standard day and off-peak rates.

Consider how often you call interstate suppliers and customers - even mobile phones and overseas distributors, as well as long distance fax and modem calls - and you'll see how fast the savings add up.

With Business Circle, all you do is nominate 5 of your most regularly called numbers and the discount is automatic every time you call, 24 hours a day, 7 days a week.

According to your requirements, choose from either of the following combinations of numbers:

- Any combination of up to 5 STD or office to mobile numbers.
- 1 International and any combination of up to 4 STD or office to mobile numbers.

A monthly membership of \$1 applies to Business Circle.



Margory Ohanian, Fastbook Holidays

## MAXIMISE YOUR SAVINGS.

Depending on your calling pattern, you may benefit from having both Total Call Saver and Business Circle Flexi-Plans. If you choose, we can apply both plans to your telephone service to provide you with maximum savings.

To activate Telecom Business Circle, phone now or fax or mail your request using the enclosed order form. Please note, you will need to list your nominated STD, International or office to mobile numbers when you order.

Business Circle is not available in all areas. Only 1 Business Circle plan per business account. Numbers not eligible for Business Circle are local calls, operator assisted calls, calls made to 0055/0051 numbers, calls from mobile phones, calls made from non-Telecom networks and other Telecom network products including Customnet, Freecall 008, Faxstream and ISDN services and phone rental. Only automatically connected TELECARD calls are included. \*Savings up to \$300 per month.

It's easy to order direct from Telecom

**CALL 13 2000**

**EXT 3140**

**FREEFAX 008 055 000**

**or mail your order today.**

# GET MORE CUSTOMERS TALKING - TO YOU!

Freecall 008 is the fast and easy way to expand your market without opening additional premises or putting on extra staff.

In fact, even the smallest business can gain a competitive edge by offering customers a free number to call from anywhere in Australia.

With an easy-to-spot Telecom Freecall 008 number on your signage, business cards and advertising material, you're making it as easy as possible for customers to contact you.

Whether you need Freecall 008 to operate on a local, state or national basis - or just an area code of your choice - it can work for you. And you can use Freecall 008 for sales calls or as a service and enquiry line. What better way of showing your customers you care!

## MORE PUNCH FOR YOUR ADVERTISING DOLLAR!

Telecom Freecall 008 can also make your advertising more effective. Independent studies\* have shown that more Australians prefer to respond via a Freecall 008 number than any other medium.

## GIVE YOURSELF A COMPETITIVE EDGE.

Local customers are vital to most businesses and offering them the option of calling your

\*Newspoll Dec. 1992.



Robert Ellis, Evan Evans Flags

free telephone number is a great way to gain a competitive edge.

Freecall 008 charges are based on the distance between the caller and your answering location so it's highly cost-effective to offer the service to all your customers.

## ADVANCED BILLING OPTIONS.

Because you will have specific reporting needs from your Freecall 008 number, we offer you a variety of billing options.

Itemised billing is available in conjunction with your Freecall 008 number. This special billing option shows you exactly where each of your calls originate from, in most instances, so you can see which of your advertisements are working.

## COUNT THE BENEFITS OF YOUR OWN FREE TELEPHONE NUMBER.

It will cost you only \$20 per month to rent a Telecom Freecall 008 number. Connection fees and enhanced facility charges are extra.

For full information and advice about Telecom Freecall 008, phone now or fax or mail your request using the enclosed order form.

# UPGRADE YOUR COMMANDER S AND SAVE

Users of the Telecom Commander S 207, 416 or 620 systems can save with this special offer on the new Commander E.

Replace your current Commander S system with the new Telecom Commander E and you'll take to it straight away.

As well as most of the handy operations and functions you've grown used to with your current system, Commander E also offers you some important new advantages.

Like the ability to keep expanding your system in line with the future growth of your business. Plus the added bonus of handsfree operation on all keystations - and of course - the latest styling.

## RENT OR BUY AND RECEIVE A SPECIAL OFFER.

Rent the Telecom Commander E system by 16 April 1993 and you'll pay no rental charges for the first 3 months. **Save up to \$447!**

Purchase the Telecom Commander E system by 16 April 1993 and you'll receive an extra keystation, free. **Save up to \$594!** And to make your new purchases even easier, you can pay in 4 equal instalments over 12 months, interest free\* (South Australian credit laws differ - contact your Telecom representative for assistance).

\*Subject to approval.

For full information and personalised advice about the Telecom Commander E system, phone now or fax or mail your request using the enclosed order form.



**3 MONTHS  
FREE RENT**

**FREE KEYSTATION WITH  
EVERY PURCHASE**

It's easy to order direct from Telecom

**CALL 13 2000**

EXT 3140

FREEFAX 008 055 000

or mail your order today.

## SOLUTIONS FOR SMALL BUSINESS PROBLEMS



Janelle Schreiber chose Telecom Australia to recommend and install a more sophisticated phone system for her public relations business.

**Here's how one small business improved their communications - and their image - with Telecom business products.**

Around 4 years ago, public relations consultant Janelle Schreiber decided it was time to start her own business. Operating initially from

her home, Janelle and her staff spent the first few years "making do" with a less than adequate phone system.

*"Our business lives or dies by the telephone - we use it all day long. So you can imagine what it was like operating with two separate phone*

*lines into my home. Inevitably, the person you wanted to speak with always called on the other line - and we'd end up constantly swapping places!"*

When the company grew to a staff of 4, Janelle decided it was time to move into new premises. Upgrading the phone system was a natural step to take.

Janelle sought advice from Telecom Australia, who provided her with a number of options. Finally, they settled on the Telecom Commander E phone system, which allowed them to handle calls with greater efficiency - and project a more professional image.

Faxstream was also installed, which enabled Janelle and her staff to send large volumes of faxes, to numerous locations, in a fraction of the time.

Last but not least, Janelle's Telecom representative also recommended she join Telecom's Total Call Saver Flexi-Plan. Schreiber Public Relations now enjoys a 5% discount on all calls - local, STD and International. It's a significant saving for a company that relies so heavily on the phone.

*"I was most impressed. Our new phone system is truly an asset to our business."*

**For advice on your communications requirements, contact Telecom Australia now. Phone 13 2000 ext 3140, Freefax 008 055 000 or use the order form to mail your details today.**



# BONUS TRADE-IN ON YOUR COMMANDER N SYSTEM

Telephone technology has surged ahead since you bought your Commander N. Now you can move into the 90s and receive a bonus offer at the same time.

The new generation of Commander telephone systems is here. Vastly superior, the new Commander BN offers you everything you could want from the latest in phone communications.

New features, available at the press of a button, include: calls that follow you from phone to phone, the ability to connect data terminals or computers for information transfer, handsfree operation (optional), speed dialling and much more.

**SAVE AROUND  
\$600!**

## RENT OR BUY AND RECEIVE A SPECIAL OFFER.

Rent the Telecom Commander BN system by 16 April 1993 and you'll pay no rental charges for the first 3 months. **Save up to \$680!**

Purchase the Telecom Commander BN system by 16 April 1993 and you'll receive an extra keystation, free. **Save up to \$600!** And to make your new purchases even easier, you can also pay in four equal instalments over 12 months, interest free\* (South Australian credit laws differ - contact your Telecom representative for assistance).

For full information and personalised advice about the Telecom Commander BN system, phone now or fax or mail your request using the enclosed order form.

\*Subject to approval.

It's easy to order direct from Telecom

**CALL 13 2000**

**EXT 3140**

**FREEFAX 008 055 000**  
or mail your order today.



# ON THE MOVE WITH TELECOM MOBILE PHONES

Where would most businesses be today without their mobile phone? When you're away from your business, you need to be sure you can still make and receive calls. Now you can, with the latest Telecom Australia mobile phones.

**Walkabout 5B.** One of the most compact, light-weight handheld phones available, weighing in at 225 grams. Fits easily into your pocket, purse or briefcase.

**FITS INTO  
POCKET OR  
BRIEFCASE**

Slimline and Standard batteries provide up to 3 hours continuous talk time or up to 36 hours standby. An intelligent rapid charger, that selects which battery needs charging first, is included in the price.

Also features a memory facility for up to 99 numbers, call diary facility, automatic power on and off, LED silent call alert and an optional in-vehicle kit with all-important hands-free.

**Walkabout 4B.** Chosen by a leading consumer survey\* as the No.1 mobile phone for reliability and performance!

Two batteries provide you with up to 160 minutes continuous talk time or 36 hours standby.

Even on the move, you're always in touch with a memory facility for up to 99 numbers, memory scroll in either memory address or alphabetical order - even an optional hands-free in-vehicle kit - and many other features.

\*Choice Magazine,  
July 1992.

**NO. 1 FOR  
RELIABILITY  
AND  
PERFORMANCE**

**Wanderer 3H.** Powerful, rugged and reliable. Ideal for building sites and other outdoor locations.

Comes with both Standard and Slimline batteries, providing up to 3.3 hours talk time or 45 hours standby. With the extended battery, the 3H gives up to 4.4 hours talk time or 60 hours standby.

Other features include 30-number memory store, super speed dialling, electronic lock, bold 7-digit LED display, optional hands-free in-vehicle kit and stub antenna for inner city use.

**EXTRA ROBUST  
WITH HIGH  
GAIN ANTENNA**

For full information and advice about Telecom mobile phones, call now or fax or mail your request using the enclosed order form.

# SAVE MONEY ON MOBILE PHONE CALLS

Telecom MobileNet can recommend a savings plan which could put as much as \$360 back in your pocket every year!

Telecom MobileNet is the 100% Australian-owned mobile phone service. Not content with their commitment to bringing you the best possible service, Telecom MobileNet also wants to make sure you enjoy their service at the best possible price.

## A FLEXI-PLAN TO SUIT YOUR NEEDS.

Mobile phone customers can choose from a range of 5 Telecom MobileNet Flexi-Plans. Whether you have a phone for security purposes only and make very few calls, or you use your phone frequently for day-to-day business, there's a Flexi-Plan that will suit your needs.



## FREE FLEXI-PLAN ANALYSIS.

To make sure you're enjoying the maximum savings, we're offering you a free Flexi-Plan Analysis, designed to match your mobile phone usage to the best possible plan.

To arrange for your Flexi-Plan Analysis, or to find out more about the benefits of connecting to Telecom MobileNet, phone now or fax or mail your request using the enclosed order form.

**SAVE UP TO  
\$360 A YEAR**

It's easy to order direct from Telecom

**CALL 13 2000**

EXT 3140

FREEFAX 008 055 000  
or mail your order today.

# A NEW PHONE WITHOUT NEW EQUIPMENT



**Telecom Business Links is designed to make your phone operate like a much more advanced communications system. Order now and pay no connection fee. Save \$35 per line!**

Whether your business operates from a single location or from several locations - or you operate a mobile phone - you can benefit from the Business Links package of services.

**Call Transfer.** Allows you to answer calls and then transfer them to any other phone in your business (including mobile phones) - or any other site, anywhere in Australia.

**Call Diversion Immediate.** If your phone is unattended, calls are immediately re-directed to any number in Australia, including pagers and mobile phones.

**Enquiry/Conference.** Gives you the option of speaking with either of 2 parties, while the other is on hold or conducting a 3-way conference call.

Normally, Telecom Business Links attracts a \$35 per line connection fee, plus a monthly charge of \$7.50 per line. **Order by 12 March 1993 and pay no connection fee.**

Phone now or fax or mail your request using the enclosed order form.

## NEED A TOUCHTONE PHONE? IT'S YOURS FREE!



To take advantage of these Telecom Australia services, you'll need a touchtone telephone. Touchtone phones make a beeping noise when you touch the buttons. If you are renting a Telecom Australia phone and it is not a touchtone phone, we will swap your old Telecom Australia rental phone for the latest Telecom Touchfone 200. Have it courier delivered for only \$8 or collect it free from any Telecom Australia Business Office.



**60-day satisfaction guarantee.** If not completely satisfied with these services in the first 60 days, we will credit the monthly service charge for that period.

Please note: transferred and diverted calls are charged at normal call rates and calls transferred or diverted to mobile phones are at normal mobile phone rates. Available from most exchanges.

# EXPAND YOUR COMMANDER E SYSTEM AND SAVE

If it's time you increased the capacity of your current Commander E system, here's a special offer designed to save you around \$100.



**SAVE AROUND \$100**

A growing business, with new employees and additional requirements, can put a strain on the capacity of even the most advanced telephone system.

Your Telecom Commander E system remains state-of-the-art in its technology. But it could well be time to look at expanding its capacity (and your efficiency) with additional keystations.

Depending on your current Commander E system, you can choose from keystations offering a variety of optional features and hands-free operation\*.

**Rent or buy** 1 or more additional keystations for your Telecom Commander E system by 16 April 1993 and have it installed free of charge. **Save around \$100!**

For full information and advice about expanding your Telecom Commander E system, phone now or fax or mail your request using the enclosed order form.

\* Handsfree operation not available on E105/208.

It's easy to order direct from Telecom  
**CALL 13 2000**  
EXT 3140  
FREEFAX 008 055 000  
or mail your order today.

# TURN ANY PHONE INTO YOUR OWN PHONE

Telecom TELECARD is the "calling card" that lets you make calls from any phone and have the cost charged back to your business account.



This includes any phone in Australia and most phones overseas, when dialling back to Australia.

It's ideal when you're travelling on business and you need to know you can reach the office from any phone, any time. It not only eliminates the need to carry spare change, but also the embarrassment of having to charge calls to a client's account.

Telecom TELECARD operates from all types of phones: coin operated and swipe (with international access only) payphones, mobiles, plus private and commercial phones.

And, depending on the phone you are using, Telecom TELECARD provides you with the

option of making your calls automatically or through a Telecom Australia Operator.

## NO APPLICATION FEES.

Better still, it's free to apply for and you only pay for the calls made on your card.\*

## SELECT YOUR OWN PIN.

When you receive your card, you'll also receive a Personal Identification Number (PIN) for added security.

Using a touchtone phone, you can then change your PIN if you like and select a number which you find easy to remember.

## COST CONTROL THROUGH CALL ACCESS.

Depending on your needs and those of your staff, call access on Telecom TELECARD can be limited. Choose between National (allowing you to make calls anywhere in Australia) or International (where you receive unlimited access).

To order your TELECARD, complete the application opposite and fax or mail it to Telecom Australia now.

\*There is a 40 cent verification charge for each Automatic TELECARD call connected. Special terms and conditions apply to the Operator Assisted TELECARD service. Call Freecall 008 022 080 for current call costs.



# BONUS OFFER ON COMMANDER S SYSTEMS

If your business has grown to the point where you're ready to expand your existing Commander S 206, 408 or 824 system with extra Comsets (Commander S Enhanced Telephone), here's a bonus offer that will save you money.

The Commander S system offers you a vast range of advanced features. And it's simple to operate - with most functions requiring only 1 or 2-button operation.

If you're ready to expand or re-locate, adding extra Comsets is a simple and flexible procedure. And you can choose from a range offering a variety of features, including hands-free operation.

## SAVE MONEY WITH THESE SPECIAL OFFERS.

If you rent your current Commander S system, order by 16 April 1993 and you'll receive free installation of your new Comsets. **Save up to \$100!** If you own your current Commander S system, order by 16 April 1993 and you'll receive 2 matching Comsets for the price of 1. (No limit on the number). **Save up to \$708 on each Comset purchased!**

For full information and personalised advice about expanding your Telecom Commander S system, phone now or fax or mail your request using the enclosed order form.

**2 COMSETS FOR THE PRICE OF ONE IF YOU BUY NEW COMSETS**

**FREE COMSET INSTALLATION IF YOU RENT NEW COMSETS**



It's easy to order direct from Telecom  
**CALL 13 2000**  
EXT 3140  
FREEFAX 008 055 000  
or mail your order today.

# ACCESSORIES AND ENHANCEMENTS

Every work environment is different. Sometimes it's not possible to answer the phone - or in some cases - even hear it ringing. Telecom has the solution for every situation - at prices every business can afford. Order direct by telephone or fax or complete and return the order form.

**Touchfone® Executive™.** Introducing Telecom's premium business telephone. Offering you stylish design and state-of-the-art operating features, including complete security with PIN lock, battery back-up to protect your memory bank, handsfree operation, one touch and abbreviated dialling, plus a visual display screen with time and date. Special



Tone button makes it ideal for use with electronic banking and other computer controlled facilities. Available in two-tone grey.

**\$289**

Requests for these products may require a visit by a Telecom technician. The fee for this visit is at normal fee for service rates. Delivery charge is \$8 to any location in Australia.

All items in this publication have been included in good faith on the basis that the goods, as described, will be available at the time of sale. A failure by suppliers to deliver in accordance with the sample, description or at all, or other unintentional causes, may result in some items being unavailable. Prices may be subject to change.

**Monitor™ 301 Answering Machine.** Never miss another important call with this simple to operate, 1 touch answering machine. Features include call screening so you can choose which calls you take, the ability to collect messages by phone when away from your business and



also a flashing message counter to indicate that messages await.

Available in either charcoal grey or beige. **\$99**

**Variable Tone Ringer.** Easy to connect, the Variable Tone Ringer supplements the existing ringer in your phone. With an on-off switch, and choice of table or wall mounting, the Variable Tone Ringer is ideal for commercial and non-industrial environments where a louder ring is only required some of the time. **\$110**



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® Registered Trade Mark of the Australian and Overseas Telecommunications Corporation.



**Telecom Australia**

**Monitor™ 304 Answering Machine.** Ideal for when you simply can't get to the phone. The Monitor 304 features a digital outgoing message facility, a message day and time stamp, security coded remote operation and an incoming message counter. Available in either charcoal grey or beige. **\$189**



**Loud Sounding Alarm.** Ideal for use in noisy, industrial environments. The Loud Sounding Alarm can be connected to 1 or 2 lines and has 2 distinctive alarm signals. It can also be used with a normal telephone service via a switch-board or PABX system. **\$475**



It's easy to order direct from Telecom

**CALL 13 2000**

**EXT 3140**

**FREEFAX 008 055 000**

**or mail your order today.**