

Up to 2 lines

Up to 4 extensions

Ambassador ESS

*Is your phone system in step
with your business?*

British
TELECOM

**The new generation
Ambassador ESS**

Ambassador brings large company phone benefits to every small business - shop, garage, engineering works, estate agent, solicitor, doctor or dentist's practice, even at home where you need to separate work from social calls. All in a flexible, easy to operate, and easy to own package.

**The flexible phone system
for the smaller business**

In business, phone communications reflect the kind of company you are. They can make you look professional and well managed to the outside world, while helping you to run the business better. On the other hand it can reflect badly on your company when customers can't get through, or get wrong information, or can't be transferred to the right person.

That's why we developed **Ambassador**, the phone system for smaller businesses who need no more than two exchange lines and four internal extensions but with the features and facilities of a full operator switchboard. All the features can be accessed by any phone on the system. Ambassador offers two fully featured phones - the **Ambassador 10**, and the **Super 10 with Loudspeech** working which can be used in any combination up to four extensions.

Ambassador improves your image with customers and business contacts. You'll soon wonder how you ever did without the facilities it provides. Over a hundred thousand small businesses already rely on Ambassador. Now there's a new generation with sleek new lines, easier-to-operate function buttons and even more features.



Ambassador 10



Ambassador Super 10



advantage in a small business where most people know what's going on, who's where, and can deal with an enquirer knowledgeably and efficiently. The simple phone operation means that you can press a button to **Hold** a call while you find a person or check information. A built in **Reminder Tone** ensures that the caller isn't forgotten.

Your calls still get answered by someone who knows where you are and can take a clear message, so your callers get better service.

Both Ambassador 10 and Super 10 have **Last Number Redial** and **Short Code Dialling** to speed up your external phone calls. The programmable ten number memory means that you can call your ten most important contacts using a two digit short code to save time and patience. Even long international numbers can be stored as two digit codes, and we've provided a **Slide-Out Reference Tray** under the phone to record your contacts and codes.

New Ambassador benefits your business

Every Ambassador Systemphone becomes a **mini-switchboard**. Anyone can make or take external calls, deal with an enquiry, or transfer it to the appropriate colleague, so calls are dealt with more quickly - that's a big

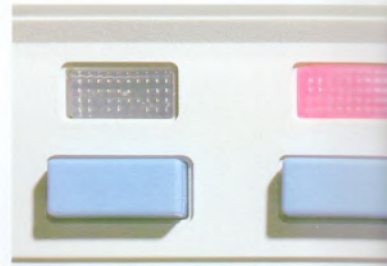


The extra features you asked for

We've totally redesigned the looks of the new Ambassador. There wasn't a lot wrong with the old one but our improvements are more than cosmetic. Ambassador is a sturdy system designed for constant use, elegant enough for a modern office environment but tough enough for a workshop or engineering yard. The Systemphone can be **Wall-mounted** by simply using the fold out supports and screws.

You can also **link your Ambassador to a switchboard** in the same building or on another site allowing access to their extensions as well. If you need a **phone extension off the premises** - at home to take calls out of hours, or perhaps in a security office on the main gate. Ambassador allows you to do this.

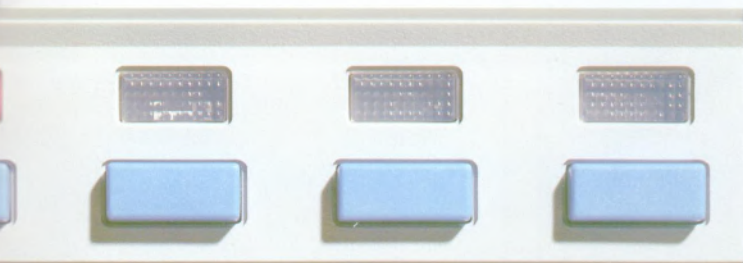
Ambassador maintains its flexibility for the future too - when you've expanded to the point where Ambassador is no longer large enough it's a simple and inexpensive matter to change the control unit and use your Systemphones with our Senator system which offers up to five lines and ten extensions.



Each user has his or her own button and name label. Just press to connect. Ambassador's new button layout with its associated lights makes it easy to see which lines and extensions are free.

You're probably aware of the rapid progress we're making in modernising our exchanges to offer an even better phone service - a flick of a switch on the Systemphones will allow you to take advantage of those benefits without changing your equipment.



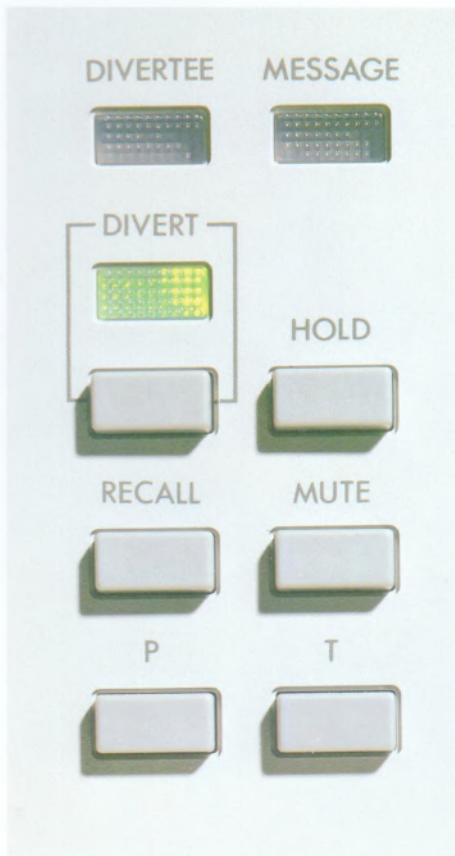


If you want to bring a colleague in on the conversation you can hold a three-way **Mini Conference** with the outside caller to save time, constantly referring back, or somebody having to phone again.

Or you can do the opposite using the **Mute** button to prevent the caller hearing what you need to say to someone else in the room. More professional - and more reliable - than a hand over the mouthpiece.

Anyone can automatically divert calls to another extension. Use **Call Divert** when you are out, when you are busy, or when you don't want to be interrupted.

You can **use your Ambassador to form a Boss/Secretary link** so that your calls are answered, filtered, transferred or connected. If you're diverting your calls there's an **Executive Buzz** feature to attract your secretary's attention.



Ambassador Super 10 is our new loudspeaking Systemphone for full or partial hands-free working. You can leave the handset in place while you hear the call connecting then pick it up and speak or, you can use the full two-way loudspeech facility to hold a conversation while you keep your hands free to check papers, take notes, refer to files and so on.

We've recognised that every office environment is different. Some are quiet, others bustling and noisy so we've added an adjustable **Ringer Control** to both models.

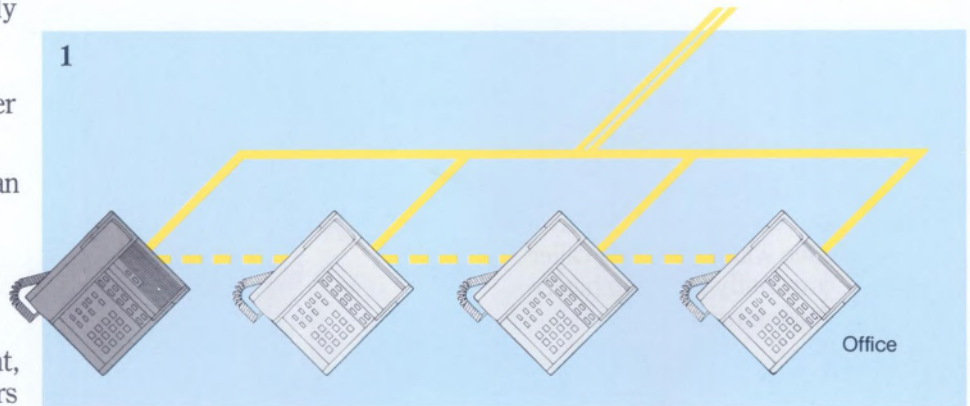
Where extensions are in noisy environments like a garage or away from where people might be working, simply add an **External Bell**.

Taking advantage of Ambassador

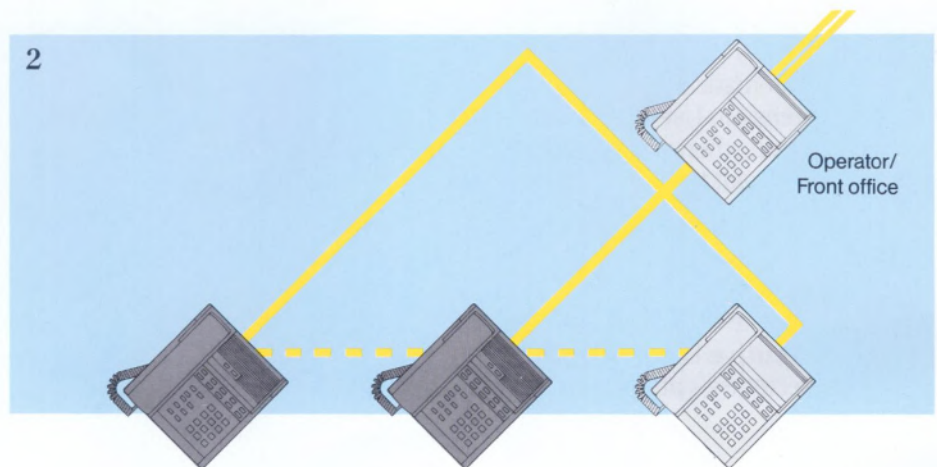
When you order Ambassador you'll need to specify whether you want one or two lines and how many extensions you require. You don't need to use all the capacity of the system - you can simply add more extensions later. You can specify any combination of Ambassador 10 in light grey and Super 10 in dark grey.

Shown here are some typical uses for an Ambassador system including a separate link behind a larger office switchboard, and boss/secretary working.

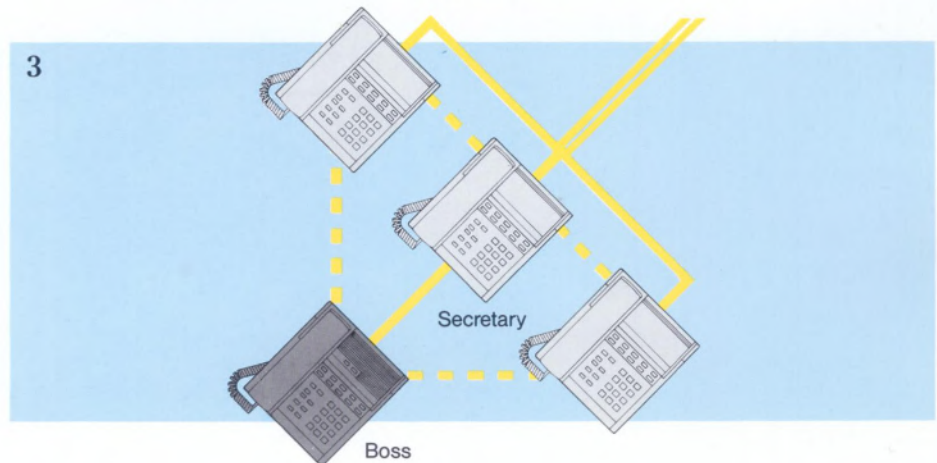
1 Typical small business - Travel Agent, Estate Agent, Broker or group of users within a larger organisation such as a Sales office or Credit control. Everyone can make or take calls.



2 Small business with "operator" control - Solicitors or Accountants or larger businesses with secretaries fielding calls to several managers.



3 Boss/Secretary working in a small business or department. All calls for the manager are filtered by the secretary.





Easy to own

Another plus for small businesses is our flexible ownership plan. We recognise the problems of tying up capital when you are a growing business so we are offering straightforward rental terms. Or you can buy if you wish.

You'll soon find Ambassador paying for itself in extra benefits and extra business. Your customers will notice the difference. You'll wonder how you did without it for so long.

Summary of Features

- Direct line/extension selection
- Light indication for exchange line and extension status
- Hold/Transfer/Enquire
- Automatic ring-back on hold
- Intercom
- Three-way conference
- Flexible call divert
- On-hook buzz (to divertee)
- Divert light
- Divertee light
- Message waiting light
- Distinctive ring tones
- Ringer volume control
- Warning of outside call when all extensions are busy
- Ten number memory
- Information tray
- Last number re-dial
- Mute/Secrecy button
- MF/LD switchable signalling
- Earth/Timebreak recall switchable.
- Desk or wall mounted
- Concealed cord storage
- Loudspeech (super 10 only)
- Can be used with extension bells
- Can be connected to external extensions
- Can be connected to other switchboards
- Easily upgraded to Senator system

Technical Summary

Maximum capacity	2 Exchange lines, 4 Extensions
Switching	Analogue, Stored Program Control
Recall	Earth or Time Break
Signalling	MF or LD
Power	240 Volts AC
Power consumption	150 Watts
Environment	0°C to 50°C; 0% to 95% Humidity
Main control unit	Wall mounted
CCU dimensions	Width 200mm; Height 490mm; Depth 75mm
Total weight	4.75 kg
Power fail arrangements	Incoming and outgoing services maintained on all exchange lines
Wiring	6 wire radial between control unit and each Systemphone
Extension telephones	8560 Standard Systemphone 8561 Systemphone with Loudspeech Suitable approved telephones may be fitted although they cannot take advantage of all the features
Private circuit capability	Private circuits can be provided on Exchange line ports of the Ambassador using approved signalling converters or via an Inter-PBX adaptor on Ambassador Extension ports

If you would like further information on this or other British Telecom phone systems, please dial 100 and ask for FREEPHONE TELECOM SALES. The operator will connect you to your nearest British Telecom sales office where you can discuss your needs.

Please Note: we do our best to supply our customers with the equipment they ask for, but we reserve the right to supply equipment which does not accord exactly with the illustrations and descriptions in this brochure. Nothing in this brochure forms part of any contract.

APPROVED for connection to telecommunications systems specified in the instructions for use subject to the conditions set out in them.

S/1000/GF/1981/PR

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