

the modern  
phone system  
tailored to meet  
your needs

# Today...and Tomorrow

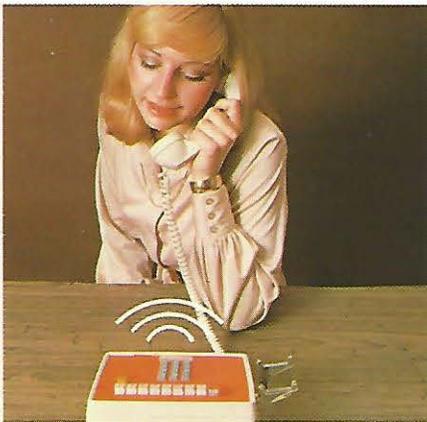


com key 718

# com key 718 key telephone system includes all these features at no extra cost!



The streamlined, compact Com Key\* 718 system combines the best in modern telephones, intercommunications and paging in one flexible, efficient and economical package, designed for a maximum of seven lines and eighteen telephones. This system has deluxe features you may have believed were available only to complex installations. Consider these capabilities:



One-Way Voice Signaling on Intercom

**One-Way Voice Signaling on Intercom** - When making an intercom call, the user alerts the person called by voice, thru a speaker built into the telephone, even though the person you're calling may be involved in another call. This permits polite interruptions for important calls and expedites call handling.

**Automatic Button Restoration** - Provides the means of releasing a depressed button at the end of a call. You no longer have to worry about unintentional interruptions of lines in use.

**Two Path Intercom** - Eliminates the need for attendant assistance on intra office calls, saving time and increasing communications system efficiency.

**Tone Ringing** - Incoming and intercom calls are differentiated by pleasant and distinctive electronic tones, audible through a built-in speaker in each phone. You will know whether a call is external or internal and answer the call accordingly.

**Volume Control** - All telephones are equipped with individual volume control to adjust Tone Ringing or One-way Voice Signaling volume to suit personal preference.

**Intercom Muting** - When you are on the phone, the volume of One-way Voice Signaling is automatically lowered from its normal level in order not to unduly disturb you, yet allows important messages to be transmitted.

**Multiline Pickup** - All lines (up to a maximum of 7) may be accessed by any phone in your system. Among other advantages, this allows any phone in the system to be used as an answering position — ideal for overtime, night or back-up operations.



Multiline Conferencing

**Multiline Conferencing** † - Now all calls on outside lines (incoming or outgoing) can be conferenced by simply depressing line buttons simultaneously. Reduce the need to call someone back to report your conversations with other parties. Create your own conference calls in an instant. The result is quicker decision-making and information-sharing for your business and clients.

**Hold** - Any call (other than intercom) can be placed on Hold by depressing the non-locking hold button. The caller can then access another line or intercom path.



Recall

**Recall** - Operation of the recall button saves time by allowing you to reoriginate dial tone without replacing the hand set and reaccessing the desired line button.



Illumination

**Illumination** - Lighted buttons on every phone indicate system status; in use, available, holding or message waiting. Illumination is also provided on consoles to indicate the status of stations.

That's only part of it! The magnificent Com Key 718 system. Modern. Efficient. Low Cost. The world of options shown on the opposite page also makes it even more *flexible* to your needs — now or in the future.

†Since no line amplification is provided, voice quality on conferenced calls may decrease, depending upon the distance between the conferees and the number of persons on the conference call.

# And you can add all this now, or in the future

Options available with your Com Key 718 system read like a list of *most wanted* features. Whether you would like them now or are considering them for sometime later, rest assured they are compatible with your modern Com Key 718 package.

**Access to Supplementary Ringing Devices** - Permits an interface between the Com Key system and a ringer, bell, or horns in your business. Used in remote or noisy areas to alert personnel of incoming calls.

**Common Audible Signaling** - Permits up to 9 stations to have the same common audible signaling on incoming lines as the answering position. Other ringing options, such as the connection of one line to the tone ringer of one station may be provided on up to seven stations.

**Desk or Wall Telephones** - 11 and 13 button Com Key 718 telephones are available in Touch-Tone® and dial versions.



Direct Station Selection Consoles

**Direct Station Selection Consoles** - Equipped with a Station Busy Lamp Field which allows an answering position to tell at a glance the busy or idle condition of each station in the system. An answering position equipped with a Direct Station Selector Console can signal by tone and voice signaling any station in the system by the push of a button, expediting call processing.

**Headset Operation** - All phones can be supplied with adapters and equipment for headset operation.

**Intercom-Only Telephones** - Identical in appearance to standard 6-button telephones, these intercom-only telephones feature One-way Voice and Tone Signaling with Volume Control, Message Waiting indication and Two Path Intercom. Reduces your costs by eliminating the need for standard telephone service in those areas or locations requiring intercom-only capability.

**Message Waiting Console** - Equipped with a Station Busy Lamp Field which allows an answering position to tell at a glance the busy or idle condition of each station in the system. Allows an answering position, with the push of a button, to activate a lamp on any telephone station to indicate that a call or message is waiting.

**Multiple Consoles** - A maximum of three of the Direct Station Selection or Message Waiting Consoles in any combination may be provided. All consoles may be operated simultaneously except for paging.



Music-on-Hold

**Music-on-Hold** - You provide the recorded music, announcement and playback equipment and we will distribute the signal over the lines of the system when a line is in a hold condition. Makes waiting-time more enjoyable and informative for your callers and assures them that they haven't been disconnected.



Paging

**Paging** - Provides one paging amplifier capable of activating a maximum of seven speakers for indoor or outdoor locations. With a special connector, your music/

information program can also be piped over this system creating a pleasant business environment. Any station can access the loudspeaker paging system by dialing the appropriate intercom number to locate personnel. Reduces call-backs, wasted steps. . . Saves time.

**Paging Interface** - Provides an interface between the paging amplifier of the Com Key 718 system and a Telephone Company provided, or your own loudspeaker paging system.

**Power Failure Ringing** - In the event of a failure of commercial power, outside lines will continue to function, including special externally mounted ringers. Illumination, intercom and other features requiring power will become inoperative.

**Preset Conference on Intercom** - Allows you to simultaneously alert, by tone and voice signaling, up to five preselected stations to establish a conference group of up to 6 stations. Ideal for those with frequent conference requirements to the same personnel.

**Privacy / Privacy Release** - Privacy enables any caller that seizes a line to have sole access to that line. Privacy Release enables any caller to allow another privacy equipped telephone to enter into an existing conversation on that line.

**Ring Transfer or Additional Ring Transfer** - Permits transfer of the common audible signal (tone ringing) to one or up to five alternate locations within your firm. Simplifies changing the answering position within your office.

**Station Restriction** - Any phone can be denied the capability of originating calls on outside lines. Ability to receive incoming calls or to make intercom calls is not hampered. This allows you to control usage!

**Touch-a-matic® Dialer** - Allows dialing of up to 31 "most-frequently-called" numbers at the touch of a button. Unique feature stores "last number dialed" for rapid repeating of call to busy line.

**Touch-Tone® Service** - The Com Key 718 system may be equipped for Touch-Tone® dialing.

**Wall Shelf** - Is available for wall mounting of desk sets.

## OTHER COMPATIBLE SERVICES. . .

### Answering Sets

**Automatic Signaling Private Line** (not available with Music-on-hold)

**Auxiliary Ringing Devices**

**Speaker Phone**

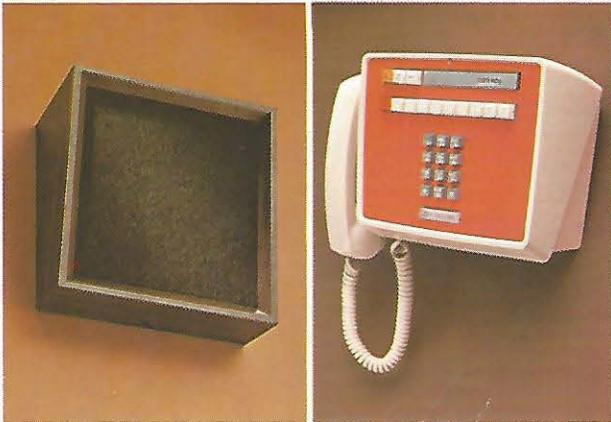
**Spokesman® Loudspeaker**

Consult your Bell Account Executive for details.

# com key 718 the versatile, flexible communications powerhouse!

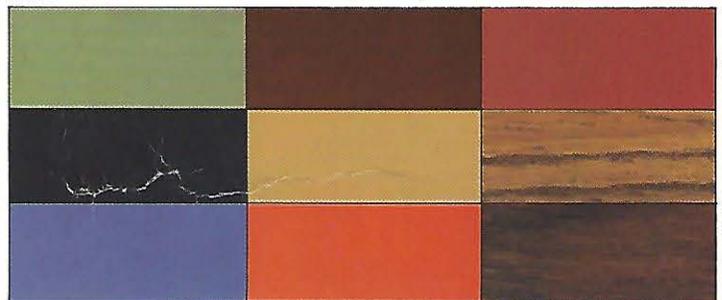


The Com Key 718 telephone communications system designed to grow with you. Designed for an environment of change, it can be tailored to meet your present requirements. . . and can expand smoothly as your communications needs grow. Advanced in concept and design, it offers an exceptional range of features for your business telephone system.



The flexibility that has been built into the Com Key 718 system allows tailoring to the specific needs of service, manufacturing, wholesale, retail and many more businesses. Such features as *One-Way Voice Signaling on Intercom*, *Multiline Conferencing*, *Automatic Button Restoration*, *Tone Ringing*, *Volume Control*, *Recall*, *Multiline Pickup*, *Intercom Muting*, *Hold and Illumination* are standard and have a common value for all. Options like *Consoles*, *Music-on-Hold*, *Paging*, *Preset Conference on Intercom*, *Power Failure Ringing*, *Touch-Tone® Service*, *Station Restriction* and others may have a special value for your firm. Your Bell Account Executive will supply you with complete details.

Your Com Key 718 Telephone faceplates are available in your choice of decorator colors.



Avocado  
Black  
Blue

Brown  
Gold  
Orange

Red  
Teak  
Walnut



The system  
is the solution