# AVAYA

# MERLIN MAGIX® Telephones

## Choices to simplify your everyday communications

Every day more people rely on their telephone than any other office technology. That's why it's important to equip everyone in your organization with the right telephone. It will help you get the most out of your investment in the MERLIN MAGIX® system and pave the way to greater productivity, efficiency and cost-savings.

The MERLIN MAGIX system offers a choice of telephones:

- Desktop, display telephones with a range of features and functionality

- Wireless telephones for easy, on-premises mobile communications

- A powerful attendant console for receptionist and front desk locations

- Easy connections for tip/ring devices, i.e., fax machines, answering machines

All MERLIN MAGIX telephones are designed with the latest digital communications interfaces, providing clear, high-quality voice transmission. All of them have built-in displays. All of them will work with your existing premises wiring, making it unnecessary to rewire.  And all of them are designed to help make your everyday business communications easy, cost-effective and productive.

IP Telephony     Contact Centers     Unified Communication     Services

## Powerful communications capabilities

MERLIN MAGIX telephones deliver all the basic features: Hold, Conference, Transfer and Volume Control.

### Displays
All MERLIN MAGIX 4400-Series telephones are built with displays that make it easy to see caller information and utilize system features. Displays show the time and date and some models allow you to access an alarm clock, timer, office telephone directory and other features.

### Dual Purpose Station Ports
All MERLIN MAGIX telephones are equipped with dual purpose station ports that allow you to easily plug in tip/ring devices (phones, fax machines, answering machines, modems or MERLIN telephones).

### Feature Buttons
Every MERLIN MAGIX phone has feature buttons that can be preprogrammed for fast, one-button access to specific lines, extensions or features (e.g., do not disturb, voice mail). The number of feature buttons available varies based on the size of the phone.

### Speakerphone
Anyone in your organization who relies on a speakerphone will welcome the sound quality of the MERLIN MAGIX telephones. Enjoy the ease of hands-free communication.

### Intercom (HFAI)
Being able to answer a call without picking up the handset can be a welcome convenience. That's why most MERLIN MAGIX telephones include a hands-free answer on intercom (HFAI) option for answering intercom or voice-announced calls.

### Headsets
For heavy phone users, such as sales and service personnel, headsets are a way to enhance productivity and performance by increasing comfort and convenience. MERLIN MAGIX telephones allow you to connect and use a headset without disconnecting the handset, increasing mobility around the office. Headsets are offered on most MERLIN MAGIX telephones.

### Message Waiting
When you have a voice message, your MERLIN MAGIX phone lets you know with the red Message Waiting Light (LED).

**4406D
6-Button
Digital
Telephone**



**4424D
24-Button
Digital
Telephone**

## Assist your receptionist

The large 24-button MERLIN MAGIX telephones are ideal for front desk and other administrative support positions. They are designed to work with MERLIN MAGIX Direct Station Selector (DSS) consoles for managing up to 150 extensions. The DSS provides a visual display that tells if a phone is ringing, busy or on hold and allows one-button dialing to preprogrammed extensions and external numbers. The console is easy to use, has a small footprint on your attendant's desk and is a great way to improve call handling and service to customers.

## Know your customer

When you know who's calling before you answer the phone, you have the ability to immediately personalize your response. MERLIN MAGIX telephones are designed to display caller information for incoming calls—the name and/or number of external callers as well as the extension and co-worker name for internal calls. In addition to handling calls more efficiently and increasing caller satisfaction, you will also save the cost of investing in separate ports or display units for Caller ID.

## Wireless telephones

It's important for customers to be able to contact you, even when you're not at your desk. The Avaya TransTalk® Wireless system provides the mobility you need to keep in touch when you are away from your desk—down the hall, on the factory floor, in the storeroom or between locations. A TransTalk telephone is not just a cordless phone, it delivers all of the functionality of your desktop phone in a lightweight, hand-held device that you can take anywhere.

Get full access to all incoming lines. See incoming Caller ID information. Check messages. Depending on the model of handset, you get a full set of call appearance/feature buttons that deliver one-touch access to conference, redial, hold, mute, transfer and other standard business features. A backlit display is visible in dim areas and a built-in vibrator provides call notification at times when ringing would be bothersome (i.e., meetings). TransTalk mobile handsets are effective in places with notoriously poor reception and there is the option of placing an additional antenna for improved coverage. Headsets can also be attached for hands-free mobility.

**TransTalk Pocket Phone MDW 9040**

**MLX-20 Voice Terminal and Direct Station Selector**

3

## MERLIN MAGIX telephones at a glance

| Features | 4400D+ | 4406D+ | 4412D+ | 4424D+ | 4424LD+ | MLX-16DP | MLX-20L | MLX-28D |
|---|---|---|---|---|---|---|---|---|
| Mute | No | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| Built in 2-Way Speakerphone | No | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| Hands-free Answer on Intercom (HFAI) | No | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| Display Size (lines x characters) | 2 x 16 | 2 x 16 | 2 x 24 | 2 x 24 | 7 x 24 | 2 x 16 | 2 x 16 | 7 x 24 |
| Programmable Line/Feature Buttons *with LEDs* *without LEDs* | 0 0 | 6 0 | 12 12 | 24 0 | 24 0 | 16 0 | 20 0 | 28 0 |
| Soft Display Keys | 0 | 0 | 4 | 4 | 10 | 4 | 4 | 10 |
| Menu/Exit Buttons | No | No | Yes | Yes | Yes | Yes | Yes | Yes |
| Headset Jack | No | Yes | Yes | Yes | Yes | No | No | Yes |
| DSS Jack | No | No | No | Yes | Yes | No | No | Yes |

Note: The "+" sign after a model indicates that the telephone has a speakerphone. The "D" indicates a two-line display, while "LD" stands for "large display," the seven-line display. All telephones are two-wire digital.

## Avaya protects your investment

The telephones in your office are a significant part of your investment in a communications system. Avaya takes special steps to protect this investment. If you have Avaya PARTNER® ETR telephones or MERLIN LEGEND (MLX) phones, you can continue using them with the MERLIN MAGIX system (you can also purchase new MLX phones). And MERLIN MAGIX 4400 series telephones work with the Avaya™ IP Office system.

## Need more information?

To learn more about MERLIN MAGIX telephones, talk to your authorized Avaya BusinessPartner. Or visit us at avaya.com