

# BUILT TO LAST

DIAVOX 100 is more than a new general purpose telephone from Ericsson.

It is a whole new approach to telephones.

It has an electronic speech circuit and linear microphone for improved speech quality and better, more stable transmission.

It offers pushbutton dialling as standard. Where VF signalling is not available, decadic pulsing is offered. And for administrations who aren't quite ready for pushbuttons, a rotary dial version of DIAVOX 100 is available.

These things are important, but what makes



DIAVOX 100 stand out from every other telephone on the market is its modularity.

This modularity begins with the family concept. A common philosophy, common design and common components for basic telephones, loudspeaking instruments, executive/secretary systems and office communication systems.

This means administrations can standardize on the DIAVOX family and at the same time minimize their total cost by reducing the number of different sets and spares they previously had to stock.

The transmission function, for example, is contained in a modular handset common to all the different instruments. The signalling function is in the base section. Fault isolation is thus easier and quicker. The handset can be changed without need for replacing the whole instrument.

All components in the base section of the set are contained on a single printed circuit board. The board can be replaced by a new one in seconds.

The modularity of DIAVOX even extends to color choice. The color choice is provided entirely by the front cover, a simple plastic molding that can be fitted, removed or replaced in less than a minute.

All of which would make DIAVOX an outstanding addition to telephone instruments currently on the market.

But DIAVOX offers more.

Designed to take into account administrations' telephone instrument needs both now and far into the future, DIAVOX has through its separation of functions and reserve component space an exceptional built-in capability for taking advantage of future technical advances.

DIAVOX. Built to last. For a long, long time.



For more information on the DIAVOX family, write or call your local Ericsson company or representative. Or write us direct:  
LM Ericsson, Subscriber Equipment Division,  
S-135 24 Stockholm-Tyresö 1, Sweden.



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DIAVOX 824 is a new electronic Office Communication System from Ericsson.

It offers speed, convenience, economy, ease of operation. All the things that have traditionally made key systems a popular choice with many end users.

But DIAVOX 824 goes a big step further.

Whatever their other advantages might be, traditional key systems have suffered from one major drawback ...lack of flexibility.

This has limited their usefulness. From the viewpoint of administrations, it has also limited their market potential. But not any more.

Where traditional key systems are designed around one-instrument concepts, DIAVOX 824 is built around a compact central unit and two instruments, ALPHA and BETA, which can be connected in any combination by means of 3-pair wire in a star network.

The result is that, unlike traditional key systems, DIAVOX 824 offers administrations virtually unlimited flexibility in matching a system to the exact needs of the end user.

For example, where other systems offer little or no flexibility in extension grouping or traffic

routing, DIAVOX 824 offers full flexibility in handling up to 8 external lines and 24 extensions.

DIAXOX 824 handles external communication. Internal communication. Connections to public exchange, PABX, or both. Common lines. Private lines. Private lines with supervision. Situations where an operator is needed or where no operator is needed.

The comprehensive range of facilities in-

# EVERY A KEY SYSTEM ...AND MORE B

In both ALPHA (right) and BETA (left) instruments, light emitting diodes (LEDs) are used to indicate the external line status. The instruments are identical in all respects other than the degree of indication of external line status, and are connected in any combination in the same system in star network configuration. This not only means reduced installation and rearrangement costs, but also a far greater measure of reliability compared with loop systems.



cludes abbreviated dialling, call pick-up, priority, call diversion, conference and call restriction.

DIAVOX 824's ALPHA instrument is used where individual buttons are needed for all external lines and where it is important to have a complete indication of external line status at all times. The BETA instrument is used where only limited indication of external line status is needed. The choice of traffic routing configurations includes line selector systems, call distri-

bution systems, operator controlled systems, executive/secretarial systems.

Unlike other systems, DIAVOX 824 even provides the unique possibility of combining several different traffic routing modes within one system, controlled by just the one central control unit, a compact unit measuring only 650 mm x 280 mm x 300 mm.

DIAVOX 824 is unique in another way, too.

It is the first communication system of its type sharing a common philosophy, common design and common components with a basic telephone instrument... the new Ericsson electronic DIAVOX 100 general purpose telephone.

In addition to the possibilities for cost reduction, DIAVOX 824 offers another exceptional advantage arising from its flexibility — the prospect of increased income from a product with a broader market appeal than traditional key systems.

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