

COMPANY NEWS

Quality, what is it?

It's....conformance to requirements.

It's....customer satisfaction.

It's....a continuous process.

This year, DEES Communications has embarked on a quality program designed by the well known Quality Improvement expert, Philip Crosby. It's a team effort and many of the leading North American Companies have proven the value of this process. The manufacture and administration of our products and services now meet even stricter quality requirements.

The process requires the participation of every employee and is lead by Richard Desmarais, Operations Manager and a selected number of employees which makes up the Quality Team. At regular meetings the team strive for methods to improve product and service by establishing criteria, implementing checks and measures in our day to day operation and evaluating our progress constantly. We are committed to this Quality program and we know it works.

We know that you, our valued customer, appreciate a quality product and quality is, in our minds, the most important aspect of doing business today.

NEW PRODUCT NEWS

MODEL 136A OPENS UP THE PARTY LINE MARKET

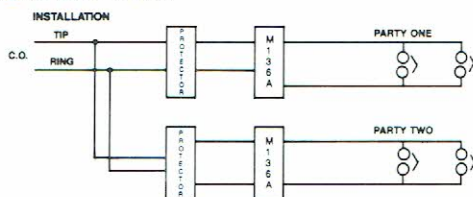
With all the new telephone equipment available, why limit the sale or rental to your private line customers? The DEES Model 136A Side Detect allows 2-wire telephone equipment to be installed on party lines while maintaining the privacy of ringing they are accustomed to.

Two party line customers can now purchase answering units and cordless telephones. Multi-party customers are now able to install any 2-wire (or bridged) telephones and still only receive the rings they are used to.

With the need for grounded ringers eliminated, ringer isolators are now obsolete and noise caused by unbalanced lines will cease.

The Model 136A is mounted at the protector which means only one unit per dwelling is required. Installation consists of mounting the unit and tying down 2-wires (TIP and Ring).

The 136A Side Detect has been tested successfully in all types of central offices.



What have YOU heard?

If your answer is "Nothing", you should try one of DEES STINGERS!

DEES provides the ultimate ringing solution for noisy industrial environments or large open areas.

The STINGER 90 (Model 196) and STINGER 24 (Model 198) are high output electronic ringers. Both units are solid state and packaged in a sealed die cast aluminum case, making them weatherproof and therefore ideal for inside or outside use. The STINGER 90 operates directly from central office ringing voltage (90 VAC) and connects by an RJ11 plug. Volume is controlled by a 3 position switch.

The STINGER 90 is **the perfect replacement for powerhorns** as it's **SMALLER** (4.7"H x 3.7"W x 3.2"D), **LESS EXPENSIVE** and does **NOT** require AC power yet still produces the same output as the old fashioned horns and relays.

The STINGER 24 operates from external 24 VDC and is activated by any dry contact closure, supplied by most Electronic Key Systems. Volume is adjusted by a full range volume control and connections are directly wired to a protected terminal strip.

In addition to normal signalling applications the Stingers have been used for various applications, including the following:

- Fire & Security Alarms.
- Emergency Exit/ Entrance Alarms.
- Equipment Alarms.
- Movable Door Alarms.
- Work Period Signals.
- Page Alert Signals.
- Hearing Impaired Signal.
- Door bells for the hearing impaired.



Thank you for your calls - keep them coming. If you have something of interest you would like to see in the SIGNAL, drop us a line or call us on our toll free number.

The Editor

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REVENUE BUILDERS

Another good revenue building idea from DEES:

Increase your margin on each sale of electronic key systems with the addition of value-added items.

Check your existing customer base to determine which customers can use ancillary items.

DEES T300 Data Adapter can be easily added to most electronic key systems.

We can now eliminate the need for dedicated data lines.

Our Data Adapter will allow your customers to use their existing lines to connect modems, credit card readers, dialers and other two wire devices.

The T300 is simple to install with just three modular connections. The customer can easily move it to a new location as needed.

DEES Data Adapter will maintain the privacy of the electronic key telephone and eliminate the possibility of interfering with the data transmission.

Line status is maintained on all of the telephones on the systems. Any available line on the key system can be used. Just select the line and activate the device being used.

Call us at DEES and inquire if our T300 Data Adapter will function with your electronic key system.

For further information on this and other revenue builders call DEES.

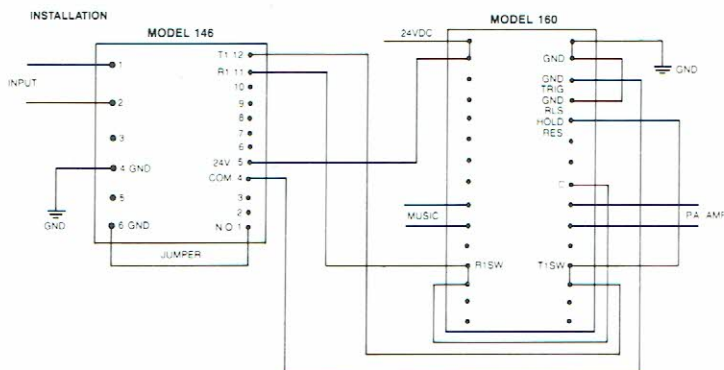
PROBLEMS AND SOLUTIONS

Problem

A P.B.X. customer wished to access his paging system from an off-premises location, give a short message and have automatic release of the equipment.

Solution

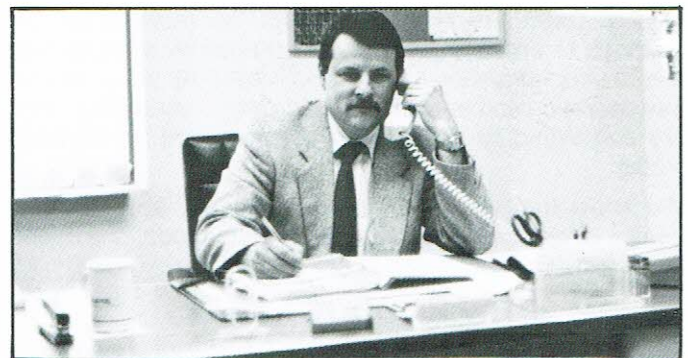
The solution was to use a spare local, a DEES Model 146A Ring/Detector and Model 160 Paging Adapter. The Model 146A would detect the incoming ring, answer and extend TIP and Ring to the Model 160. The Model 160 would remove background music, tie the incoming line to the P.A. and allow voice paging. After 12 seconds the Model 146A releases the line and resets the system.



PERSONAL PROFILE - NICOLAAS PLANJE

Nicolaas joined DEES in April of 1988 as Area Sales Manager for Ontario and Quebec. He not only brought to us his enthusiasm and dedication, but also 18 years of experience in the telecommunications business.

His years in the industry have taken him from B.C. Tel. Co. to the Telecom Industry in Australia. Nicolaas went "Down Under", to see if "TIP and RING" are the same on opposite sides of the world. He assures us that they are, although color codes and AC power sources differ from North American Standards. After a working holiday in Florida, Nicolaas assisted in the installation of Northern Telecom DMS 1 and Lenkurt PCM systems for GTE Northwest.



The opening of the interconnect Market in Ontario and Quebec brought Nicolaas to Toronto where he installed and maintained products ranging from 1A2 Key Systems to EKT to 900 port EPABX's.

While working for Siemens Electric Ltd., Nicolaas became acquainted with the DEES line of peripheral equipment. He realized the value of our products to the communications industry, so on hearing that we needed a manager for our Eastern office, negotiations began quickly. We at DEES needed a strong, knowledgeable individual to service our customers and Nicolaas was chosen.

Nicolaas believes that if Canadians can engineer and build the Space Arm for the NASA Shuttle, they can also engineer and build the finest telecommunication peripherals in the world.

As a member of ACTS and the Independent Telephone Pioneers Association, Nicolaas will be a familiar face to all our friends in the industry.

Nicolaas can now be reached at our new offices.

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