

Panasonic
ideas for life



Rinspeed "tunes" with Unified Communications from Panasonic

Partner

**Burkhalter
Net Works** 

 **John Lay Electronics**

Forward-thinking communications solution with Unified Communications: Rinspeed makes it first!

Established for over thirty years, the name Rinspeed is recognised for its high degree of innovation and creativity in the field of vehicle tuning. The Founder and CEO from Zurich, Frank M. Rinderknecht's company motto is "Rinspeed - innovation driven by emotion". To coincide with this Rinspeed now has a modern, fully integrated unified communications solution from Panasonic.

Vision and Objectives

The visionary founder and show car king Frank M. Rinderknecht regularly exhibits his smart, innovative studies at the Geneva Auto Show. For example, in 2009 he launched the "iChange" – a 1-2-3-seater with 130kW electric motor, the world's first car whose body adapts to the number of passengers on board.



« Such an innovative business also needs an innovative communications solution. »



No wonder the resourceful designer is a sought-after man as his cars sell far beyond national borders. Regular contact with overseas, especially American business prospects and business partners are a daily part of the business for Frank M. Rinderknecht. Such an innovative business also needs an innovative communications solution. Frank M. Rinderknecht was in need of an elegant telephony system, whereby he could receive calls and messages to his mobile phone from the U.S. without overloading the mailbox on the GSM.

At the same time Frank M. Rinderknecht wished for a software solution where the PC could communicate with the telephone system.

In short: **The visionary was looking for a complete communications solution.**

Decision

Frank M. Rinderknecht was under a lot of pressure due to the expectations for newer automobile creations year after year. The public raved about the incredible details of his future oriented and innovative concepts and solutions and the Journalists and Professionals were overwhelmed with superlatives.

As a result of these expectations Rinspeed was in need of a solution for its current mobility needs. There was no debate for Rinspeed as to the choice of a communications solution provider:

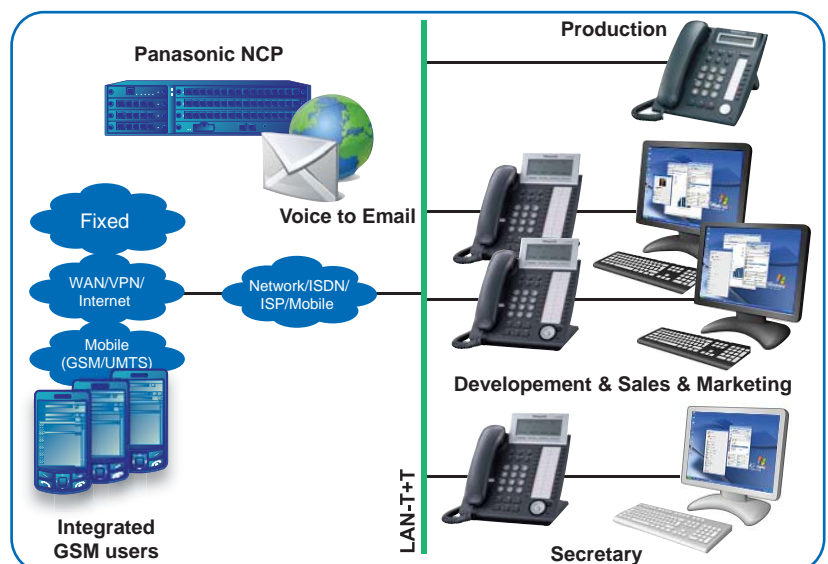
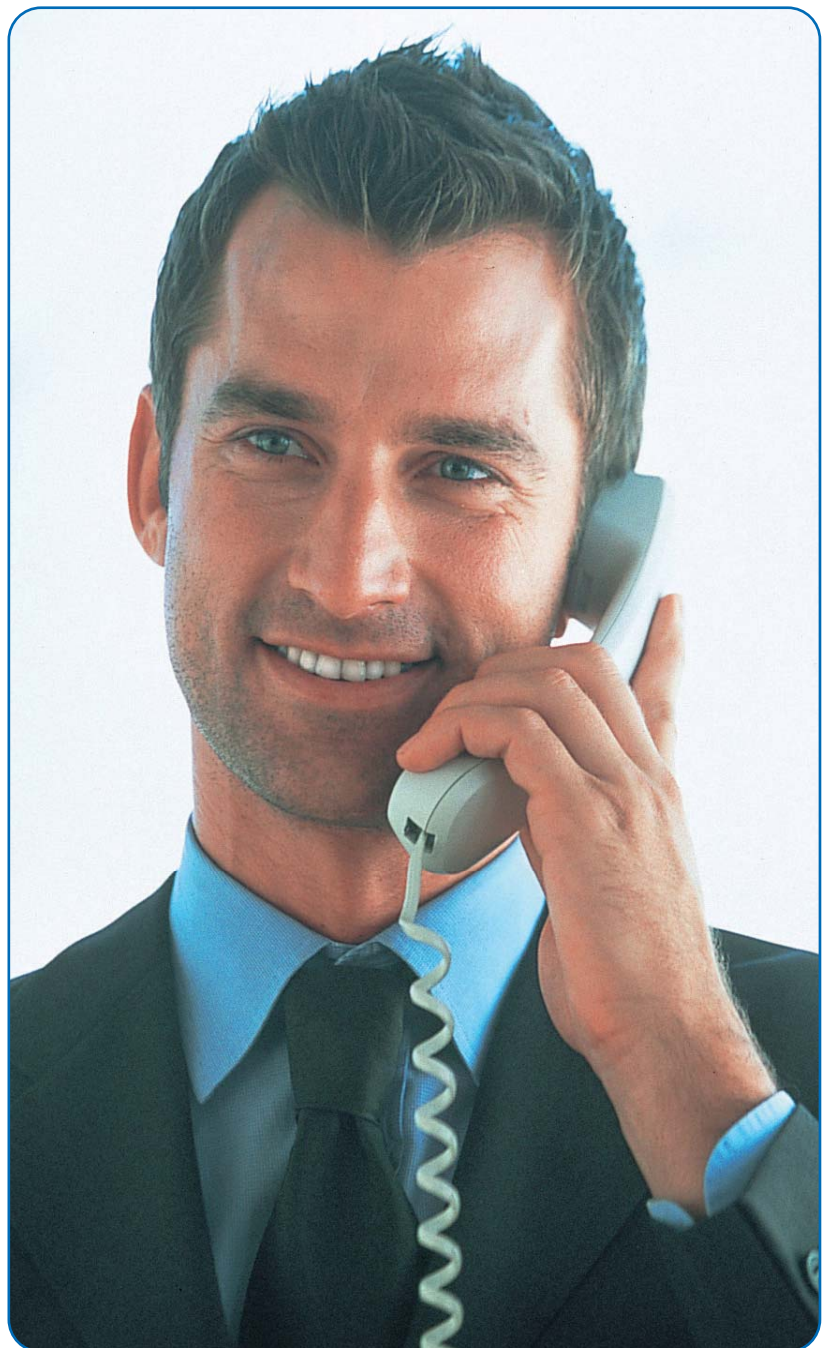
Panasonic as a renowned supplier of first-class technology and proven hardware and software, corresponded to Rinspeed's high standards for quality. The decision was also contributed by the innovative strength of Panasonic.

Solution

As a global leader within the field of communication systems Panasonic recommended an IP-based solution: the NCP1000 Network communication platform. Specially developed for SME Unified Communications, the NCP-series combines IP telephony and applications on one system and will bring Rinspeed's communication into the fast lane.

NCP1000 is particularly characterised by its flexible expansion capabilities. In the case of Rinspeed, the desired software integration with Panasonic Communication Assistant Pro. The software solution requires no external server, and is intelligently linked with applications on the Desktop. The GSM integration with Panasonic voice recorder and NCP1000 can forward messages to the mailbox of Frank M. Rinderknecht and facilitate greatly improved communication during journeys for the Tuning king.

Panasonic's integration partner Burkhalter Net Works attached eight compact and very easy to use system terminals. Thanks to the integrated voice mail system, all employees are now easily accessible at any time and enjoy the many amenities of modern software such as e-mail alert, customised voice mail functions and many other services.





Assigned products

- Panasonic IP Communications System NCP1000
- 8 System Devices DT/NT300 Series
- Panasonic Communication Assistant Pro
- GSM integration on Panasonic NCP1000
- Voice to e-mail with Panasonic TVM50



For more information on Panasonic products see:
www.panasonic.co.uk

Experience

Frank M. Rinderknecht and his team are enthusiastic about the new solution. The Unified Communications platform of Rinspeed AG brings the greatest benefit for their needs. "How did we ever communicate in the past?" That's what the employees at Rinspeed wonder, because now it is so easy.

Conclusion

Together with its partner Burkhalter Net Works, Panasonic has many years of experience along with great expertise in the field of Unified Communications. Unified Communications combines data and voice seamlessly on a network and opens up many new opportunities.

Visionary Frank M. Rinderknecht from Rinspeed is a step ahead with communication, thanks to the NCP-1000 System. With the Panasonic solution, Rinspeed works with a future oriented communication system, which can easily be expanded with powerful features and tools on demand, and when it comes to expansion that is an area where Rinspeed is known to expertise.

