

Dial in style
with
ERICOVOX
and
MAGICALL







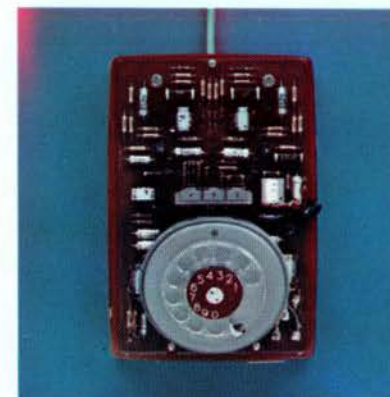
**ERICOVOX -
a loudspeaking
telephone with no
handset. You have
both your hands
free to take notes,
consult papers. If
desired, several
persons in the room
may take part in
the conversation at
the same time.**



ERICOVOX is surprisingly simple to use. The controls, which consist of 3 keys, ensure trouble-free operation.

To answer an incoming call: just press the left-hand key, and you are in touch with the other party at once. To make a call: press the left-hand key, wait for dial tone and dial the number in the ordinary way. To adjust the volume: just press the centre key. If you want to make a "private" call, you can combine the ERICOVOX with an Ericofon, for example, or any other conventional telephone instrument. The transfer is made discreetly and without interruption.

With the ERICOVOX loudspeaking telephone a talk-listen key is not



required since the speech direction is voice-operated, and no risk for acoustic feedback.

The ERICOVOX comprises microphone, loudspeaker and amplifier assembled into one single unit. The cover, which is in the form of a pyramid, has an attractive design.

Incoming calls are distributed by a built-in loudspeaker. The aperture consists of vertical slots all around the cover, ensuring good audibility in every part of the room.

The microphone is enclosed under the cover at the top of the dial. In this way every word will be transmitted clearly and distinctly from any direction.



MAGICALL

the electronic dialer,

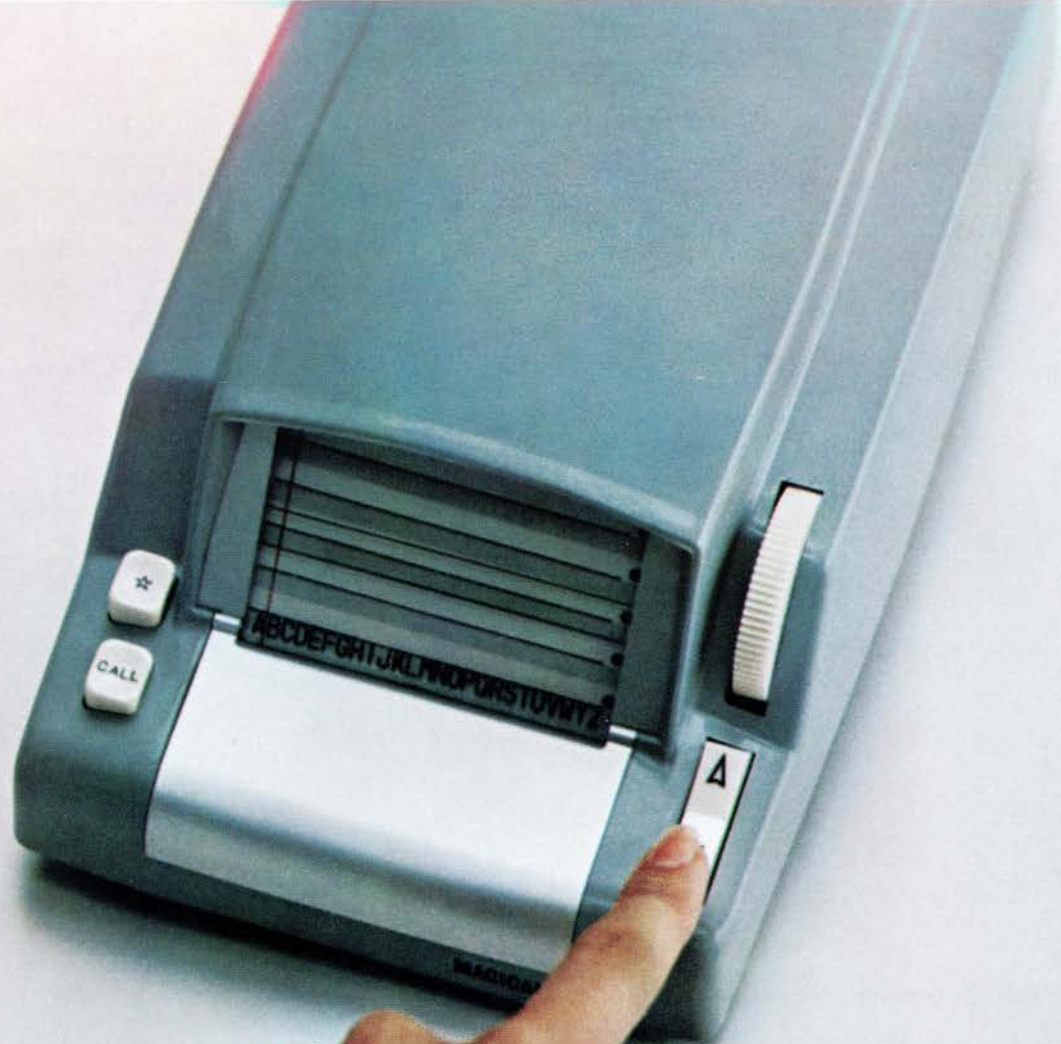
MAGICALL

the electronic telex dialer -

two sensational new dialling aids
from the L M Ericsson Telephone Co.,
which simplify and speed up
telephone calls and telex messages.

Thanks to MAGICALL you need no
longer search for a telephone
or telex number, since the numbers
of your customers and persons
you call frequently have been
recorded in MAGICALL.

All you have to do to place a call
is press a button. The wanted
connection is established quickly -
there is no waiting. It makes
no difference whether it's a local
call, a trunk call to London, or
a telex message to Stockholm.



MAGICALL -
the electronic
dialer, revolu-
tionizes communi-
cation and makes
the telephone
directory
superfluous.



In office and business concerns 75 per cent of all calls are connected by a switchboard operator. Even when you can set up the call yourself, the process of dialling, waiting for an extension to become free, and repeated attempts to reach the other party - all this takes up your valuable time.

With MAGICALL, dialling in the ordinary way is unnecessary. The dialer records and stores all the digits needed for your connection, including area codes and extension numbers.

MAGICALL assembly consists of an electronic dialer with a magnetic tape cartridge, a dial-in unit for recording the numbers, and a power unit. Recording is very simple. The tape cartridge has space for 400 listings (a special cartridge is also available for 1000 listings). The subscriber's name is first written in pencil (or typed) on the magnetic tape. The subscriber's number is then dialled and recorded (i. e. stored) in MAGICALL.

This means that you almost always call pre-recorded numbers. A tape-driven key displays the wanted na-

me and number in the window on the MAGICALL. You press the call button - and the connection is established automatically.

MAGICALL operates on the same principles when used as an electronic telex dialer.

