



Since the first penny dropped.

Britain's public payphones

In 1876, the remarkable Alexander Graham Bell invented the telephone.

Just eight years later, in 1884, the British Postmaster General, Henry Fawcett, allowed telephone companies to establish public call offices, or payphones as they later became known.

At first glance, nothing extraordinary. What it meant, though, was that all those people who had thought of the telephone as a plaything for the rich now had regular, if limited, access to it.

Today, with more than 140,000 across the UK, no-one is ever far from a BT public payphone, even on high speed trains. And exciting new interactive developments are set to carry what has always been a great idea well into the 21st century.

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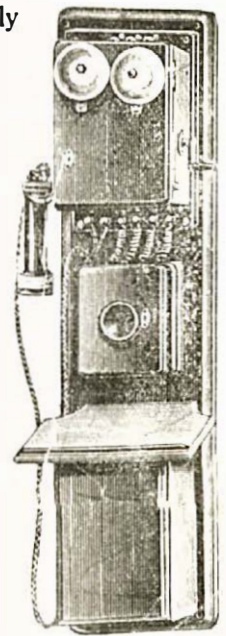


Three minutes for two old pence.

Imagine yourself at Bristol's best-known livestock market back in 1886. As a local farmer, you're familiar with the colour, the noises and the smells. But what's that strange wooden hut that's just appeared and is causing so much amusement? Is it somewhere for the auctioneer to go for a quiet snooze after lunch? Or has the Highways Department come up with a new concept in roadmenders' huts?

All is soon to be revealed for it turns out to be a public call office, a forebear of the payphones that we see everywhere today and whose benefits we take so much for granted.

The clue is in the rather puzzling notice fixed onto this bizarre interloper: *Three Minutes Talk For Only Twuppence*. Ten years earlier, the telephone had been unveiled by that great inventor, Alexander Graham Bell but, even now, it was still seen as a curiosity, certainly not in the same league as the prestigious electric telegraph. Still, here was a chance to try one without actually having to buy it and, what's more, at a fairly reasonable price (two old pence-around 50 pence at today's prices).



Customer: I have read in your circulars, Mr. Higgs, that you are the only chemist in Kingston or neighbourhood connected with London by Telephone. I must confess my ignorance, but will you explain to me what the Telephone is?

Mr. Higgs: Certainly, the Telephone is quite modern, and I think I may safely say only a small proportion of the people understand them. I make it a rule when I hear of anything advantageous to my business to get it.

Customer: I quite think that. I know you are an up-to-date Chemist. Your establishment alone shows that; I have never seen a Chemist's so well arranged and equipped as yours. I also find your charges the lowest and quality the best.

Mr. Higgs:—This is the instrument 

“It’ll never catch on.”

In those days, the Post Office was responsible for all forms of communication, whether by post or by wire. As for the new-fangled telephone, many civil servants were convinced that the technology was too expensive



for all but the richest businesses. Anyway, why bother with all that machinery when you could order a servant to take the message for you?

How all that has changed. Today there are more than 27 million lines in the UK, including more than 140,000 BT payphones in every imaginable location: from airports, coach and railway stations to Eurostar trains and cross-channel ferries. There are also rented payphones in all sorts of places— from shops and supermarkets to hospitals, hotels and hairdressers.

The chaos theory of evolution.

From the start, the telephone system had been a haphazard affair with no regulatory body to decide how it should be developed. Instead, a number of private companies competed with each other to attract what were then known as subscribers. Naturally, they tended



The stamp shown here acted as a receipt for your call. It showed a picture of Colonel Robert Raynsford Jackson, Chairman of the Board of the NTC.

to introduce call offices to city centres where the profits would be greatest.

Top dog and bone.

Eventually, the National Telephone Company, which had gobbled up most of its rivals, emerged at the top of the pile. Despite its grandiose title, however, it was far from a truly national service. In 1886, the year when Bristol’s wooden hut caused such a stir, there were no more than 75 call offices in use. If you lived somewhere remote like Ayr or Plymouth, the “machine you talked down” was either a luxury or, more likely, one of those wild rumours.

“Hello! I’ve been cut off!”

The BT phone box at Sunderland Point just off Morecambe Bay serves a community of more than 80 people and is cut off by the tide twice a day.

BT



The art of public speaking.

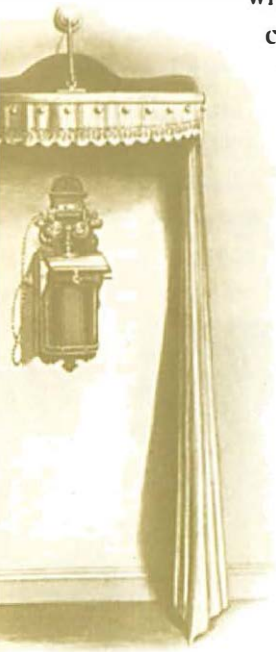
Back at the turn of the century, what we today call phone boxes were often known as silence cabinets.

Not that they offered that much silence: wooden walls and doors were hardly a barrier to noisy surroundings.

Inside, the caller was confronted with a handset, a coinbox and a set of what must have seemed like fairly complicated directions on how to use it all. Direct dialling was out of the question: calls were made and verified by the telephone operator and coins had to be inserted in advance.

Phone boxes: a natural male preserve?

For phone companies who wanted to win as many customers as possible against their competitors, the most important question was always "Where should we site our cabinets?" Sales representatives of the National Telephone Company, for example, were always on the lookout for suitable locations but were asked to consider only "shops of a class which a lady would not mind entering". Fine, until they came to realise that all-male preserves such as men's hairdressers or tobacconists would be ideal. After all, their gentlemen customers might certainly feel inclined to make a phone call whilst waiting to have their moustache trimmed or having purchased a fine Havana cigar. So, in a classic U-turn, the company decided to break their

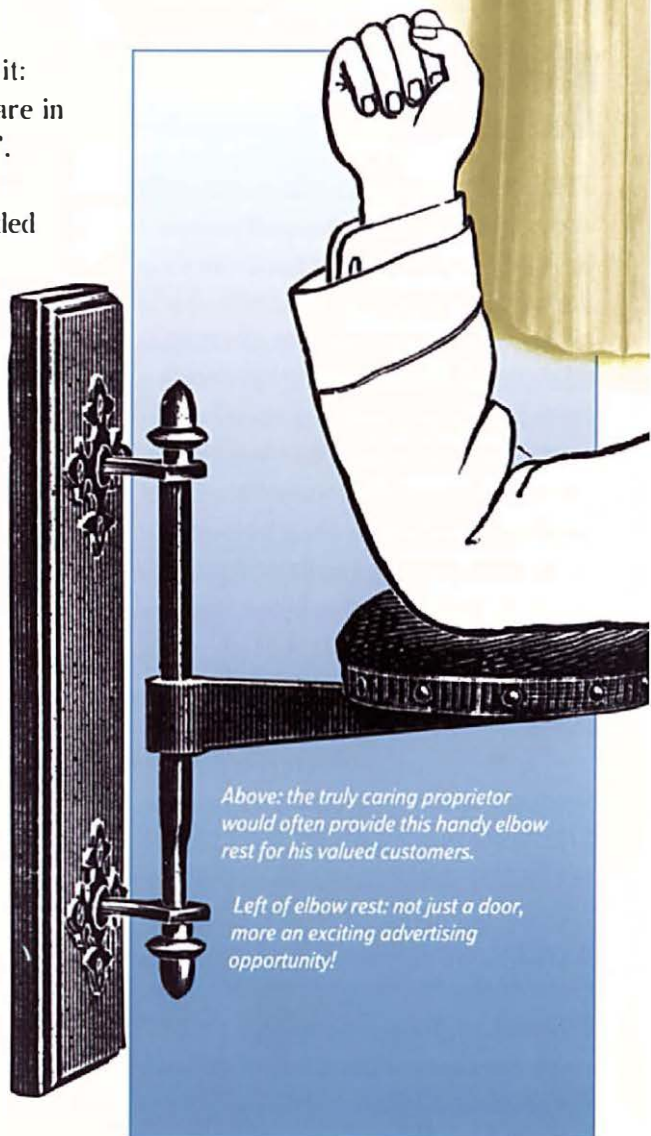




Open and shut: the Semicircular Collapsible Telephone Screen which cost a hefty £7.10 shillings (around £500 today).

own rules. After all, as they put it: "With all due deference, ladies are in the minority of call office users".

Other typical busy locations included railway stations and hotels as well as those shops or stores increasingly frequented by both sexes such as florists, confectioners or newsagents. Not that every decision worked. Siting a silence cabinet in a grocer's might be a big success but putting it in an undertakers, on the other hand, could turn out to be a bit of a dead duck.



Above: the truly caring proprietor would often provide this handy elbow rest for his valued customers.

Left of elbow rest: not just a door, more an exciting advertising opportunity!



Out in the open.

The problem with call offices located in shops was that they often made the Edwardians, with their exaggerated sense of etiquette, feel awkward. An unaccompanied woman, for example, might feel she was risking her reputation by being seen in a shop full of men. Others felt obliged to buy goods they didn't want just so that they could use the phone. Some shop keepers treated the phone as their personal property and allowed only favoured customers to use it. Worst of all, when the shop was shut, so was the public telephone.

Revolution on the streets.

The answer to this dilemma was to set up free standing kiosks similar in concept to today's street phone box. A typical wooden one looked rather like a sentry box, but to the straitlaced Edwardians, it represented a near revolutionary intrusion into their never-changing landscape.



Alright for some.

There were two types of kiosk. The automatic model could be entered only after the customer had inserted an old penny (the equivalent of 64 pence today) into the door mechanism.

The second and altogether superior model was attended by a uniformed flunky. His task was to open the door to each customer, set up the call through the operator, take payment for it and log details of the transaction. At this point, he would step outside, leaving the individual to talk in privacy. "A most unpleasant circumstance if the weather happens to be wet" remarked

one attendant at the time, going on to observe that “this is a far from unusual occurrence in London”.

The big adventure.

Well-situated kiosks were often profitable. “An excellent revenue earner” was the opinion of one company. For the individual, too, the public telephone was the cheapest form of communication available at the turn of the 20th century.

It was also, for many, a highly enjoyable experience. Automatic kiosks were not only seen as more private (many customers assumed that attendants listened in to their calls) but there was



Thin on the ground.

Early kiosks were often criticised for being too small for people who, with umbrellas, overcoats and parcels, had little space to manoeuvre with the pages of a directory or fumble for pennies to pay for their calls. One edition of the Daily Mirror in 1906 complained of: “A telephone for thin people, very thin people.”

also the excitement of using that complicated looking equipment, especially in front of someone you wanted to impress.

“Which bit do I speak into?”

Even so, there were cases of callers overwhelmed by the sheer mental and physical challenge of it all. Some spoke into the wrong part of the instrument, a few even dismantled the mouthpiece to see what was wrong, while others, in the words of a contemporary observer “perspire and fidget about in the cabinet the whole time they are speaking and emerge...in a state of semi-collapse”.

Despite all this, public call offices became increasingly popular. No longer objects of curiosity or amusement, people quickly became used to them. Many even considered having one installed in their own home.



Opposite page: the oldest known photograph of a street phone. This one is in Bolton and was taken in 1905.

This page: old sepia photo of a rustic phone box in the style of a gazebo at Folk stone in Kent.



Keeping the vandals out.

People who found kiosks out of order knew that it was often the fault of vandals but tended to blame the phone company anyway. Today, thanks to sophisticated equipment, vandalism still exists but can be dealt with faster and more effectively. On the rare occasions that modern BT payphones go out of order, they “report” their fault to a BT maintenance centre. The chances are it will be fixed, either immediately by a remote computer or by an engineer.

Today, over 96 out of 100 of our payphones are fully working at any one time.

This extremely tough payphone housing was one answer to vandalism in the 1970s when payphones were being set alight or even ripped out of their foundations.



Wartski and all.

When a certain Samuel Wartski had problems with a Bishopsgate call box one day in 1907– he claimed to have put in his coins but the operator had not heard them and refused to connect him– the result was 19 shillings (nearly £60 today) worth of destruction. Brought to court for causing malicious damage, he protested “I certainly broke the box open but it was under provocation”.

Believing himself unjustly robbed of his two pennies, he had invited a passing policeman to watch him opening the coin-box with a chisel. However, the box stayed put and Wartski failed in his attempt.

“Of course, these telephones frequently are very troublesome and annoying to those who use them” sympathised the magistrate, “but that does not justify you in breaking open the box”.



Meet one of today's new superheroines, Kiosk Kate. Her mission is to tour schools all around the UK, explaining why 'oax 999 calls and phone kiosk vandalism can cost people's lives.

Rian Hughes

Perhaps the magistrate secretly sympathised because he imposed no more than a nominal fine of one shilling, plus two guineas costs— just over £70 in today's money.

Coining it.

In 1921, a 26 year old man from South London was making a more than decent "living" (around £10 per week, the equivalent of £260 today) by

touring the capital on his motorbike and opening coin

boxes with a dubiously acquired set of keys. He was eventually caught red-handed at Hyde Park Corner tube station, thanks to a combination of marked coins and an alarm bell rigged up by the police. Altogether, he had netted the equivalent of more than £15,500 in today's money. For this, he was given one year's hard labour (compulsory physical work such as breaking up large rocks). imposed in addition to a hefty prison sentence.

- Telephone vandalism grew alongside the public kiosk. Coin boxes were, after all, a ready source of instant cash and, unlike shopkeepers, didn't fight back. It wasn't just a matter of theft, either: in 1912, the Postmaster General considered the idea of placing writing pads inside kiosks in an attempt to save them from scribblers (yes, graffiti was a problem even then).

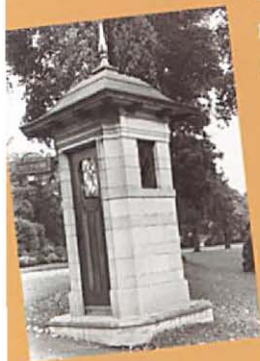




Blue bells popping up everywhere.

The blue bell was the symbol of the National Telephone Company which, by 1907, had no less than 7,800 call offices located everywhere on the UK mainland, except London.

Public kiosks were regarded as a good method of keeping the company's name in the public eye and making sure that the famous blue bell logo was prominently displayed wherever they were sited, was a key part of this policy. Brand awareness is one thing but progress is another and shortly after the Post Office took over responsibility for the nation's telephones in 1912, a new sign began to appear on the streets. The red enamelled lion, crown, shield and unicorn motif, shown on the right, heralded not only the arrival on the High Street of the Post Office but also the start of a new era in communications.



Public call offices had become part of the landscape. The problem was that there was no standard agreement as to their design.

More folly than phone box.

For rural spots, there were rustic arbours resembling the ornamental park or garden shelters popular in Edwardian times and meant to blend with a background of trees and foliage. For the Docklands, on the other hand, there were iron sheds. For other locations, there was simply a choice of small wooden huts.



The pay-as-you-enter "arbour" (shown right) was not only rustic, it was profitable. Remarkably roomy, it boasted an electric light that came on when customers closed the door behind them, an

Oddities and one-offs came as standard in the early days, as this example and the one, bottom right, amply illustrate.



imitation red tile roof (actually timber) and a clock provided by Blackburn Corporation. Originally, it contained a table and seats but the police discovered men using it as a quiet place for a smoke, a drink and a game of cards and these facilities were swiftly removed.

Mushrooms on the seafront.

With such a riot of variety (some might argue chaos) it was only natural that the the Post Office wanted to produce a standard design for the entire country. However, local authorities were not only reluctant to have phone boxes cluttering the flow of pedestrian traffic along their streets, they also tended to criticise their shape and colour. What they were looking for was something that would not "detract" from its surroundings. With hindsight, it is difficult to see the logic behind the thatched kiosks which they demanded for the



sea front at Eastbourne. As one observer put it: "They look like a cross between a Chinese pagoda and a mushroom".

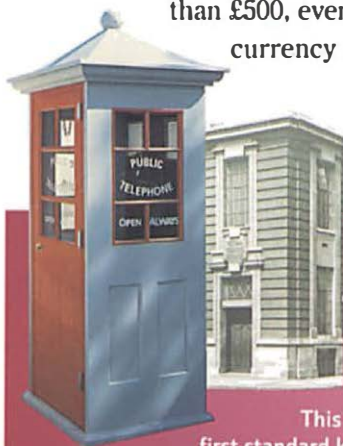
Out of tune with the times. Operators originally connected calls only after they had counted the pings of the coins. Some customers tried using tuning forks to imitate the noise of the pings and get free calls.





Lining up for the beauty contest.

Kiosk No 1 was originally introduced in 1921 and was made of reinforced concrete with a painted wooden door. The first production models cost £35 each but, within a few years, the cost had come down to a mere £15 (less than £500, even in the currency of today).



This is the first standard kiosk, known fittingly as Kiosk No 1.

Around this time, there was an advert featuring the slogan "You Are Wanted On The Telephone!" This was quickly dropped after an elderly lady went into the Post Office demanding to know who exactly wanted to speak to her.

Despite their relative success, it was felt that a better design could be found. So, in 1924, leading architects were invited by the Royal Fine Arts Commission to submit designs for a new cast iron kiosk.

On the opposite page, top left, is the design submitted by the Birmingham Civic Society. On the top right is that of Sir John Burnet. On the bottom left is the GPO's idea and, on the bottom right, is the entry of another architectural knight, Sir Robert Lorimer.

Which one was the winner? None of those shown here. The competition was won by an outsider, the young architect, Giles Gilbert Scott whose design was to become the Kiosk No 2.

And it's here that the story begins of what was soon to become the world's most famous phonebox.





Great Scott!

The cast iron Kiosk No 2, opposite, was a breakthrough. Not only did it feature a proper ventilation system (through its perforated, domed crown) but it was painted in, for the very first time, the unmistakable bright red that the public has come to recognise, even love.

This is the design classic that, along with bobbies' helmets, bowler hats and double decker buses came to symbolise everything that was British. Having said that, its introduction in 1926 was restricted mainly to the centre of London and to some large provincial towns.



Getting there.

For more general use, Sir Giles Gilbert Scott was asked to design a more “refined” telephone kiosk— in concrete of all materials. Kiosk No 3, above, was very similar to No 2, but the only red paint was on the window frames: the body of the kiosk itself was painted in a stone coloured hue.

Although cheap to produce, concrete was expensive to maintain material for phone boxes. It was also surprisingly fragile and so could hardly stand up to the British climate.

Damp stamps.

Kiosk No 4, left, introduced in 1928 was more ambitious. Intended as a 24-hour post office-cum-phone box, post box and



When Scott was shortlisted to design Liverpool's Anglican cathedral, it came as a shock to discover that he was only 22. And not even an Anglican! Nevertheless, his design was a triumph.



stamp vending machine all in one— it was designed for day and night use in city centres and for locations where cost prevented sub-post offices being opened.

They were not a success. The noise of the stamp machines disturbed people who were on the phone at the time and the rolls became soggy in damp weather. Less than 50 had been installed when they were withdrawn in 1935.

Kiosk No 5, left, was then designed as what was virtually a wooden flatpack.

Few were made, however, with the K2 and K3 reigning supreme until the Silver Jubilee of King George V, which itself provided the inspiration for a worthy successor.



Jubilation, inspiration.

With his classic design for the Kiosk No 6, Sir Giles Gilbert Scott produced in 1935 what has since been acclaimed as the world's best known piece of street furniture.

Although intended to mark the Jubilee celebrations of George V, the K6 looked similar to its predecessors, except that it combined a smaller exterior with a roomier interior. The K2 had never been accepted outside London but the "Jubilee", as it was often known, became the first universal kiosk simply because it was to be installed throughout the whole country.

A Great British Institution.

By the outbreak of The Second World War, 20,000 of Scott's monument had been erected. Even today, with 16,000

red boxes in use (2,400 of which are listed buildings), BT carefully preserves them, installing the up-to-the-minute payphone equipment with the high level of service and choice that modern customers have come to expect.



Another of Scott's celebrated designs was Battersea Power Station, seen here to the right of another great London landmark.



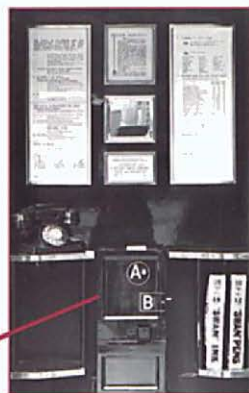
TELEPHONE



Pressing the button for change.

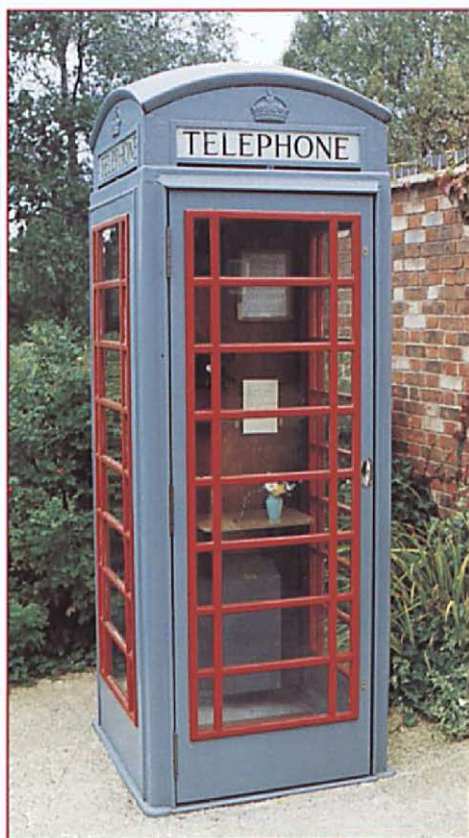


The ubiquitous K6 could be erected in a single day, despite the 675 kilo weight of its cast iron frame and teak door. All the fittings were standardised and included a writing shelf, a place for parcels, even an umbrella hook. Unless they were situated near a street lamp, interiors were illuminated by a light controlled by an automatic time switch.



How many of those old British movies of the 50s and 60s show film stars deftly pressing Button A? It was as much a cliché as "Anyone For Tennis?"

Predictably, there were some objections to the red colour scheme which the Post Office had insisted must be used everywhere and, in the true spirit of British compromise, exceptions were made. This meant that at some natural beauty spots, boxes were toned down by painting them battleship grey. The K6 had now become an established institution and the phrase Press Button B and Try Again Later a national catch phrase. As for the colour, most people today would be shocked to find it in anything other than than red.





Seeing red.

Red is not a colour that is easily missed, a fact which the K6 demonstrated perfectly. Once people came to associate red with public telephones, they could pick one out at a glance.

Throughout the 50s, Scott's kiosk remained popular and its supremacy was not questioned until the "hip" 60s when it was beginning to be thought of as a little outdated.

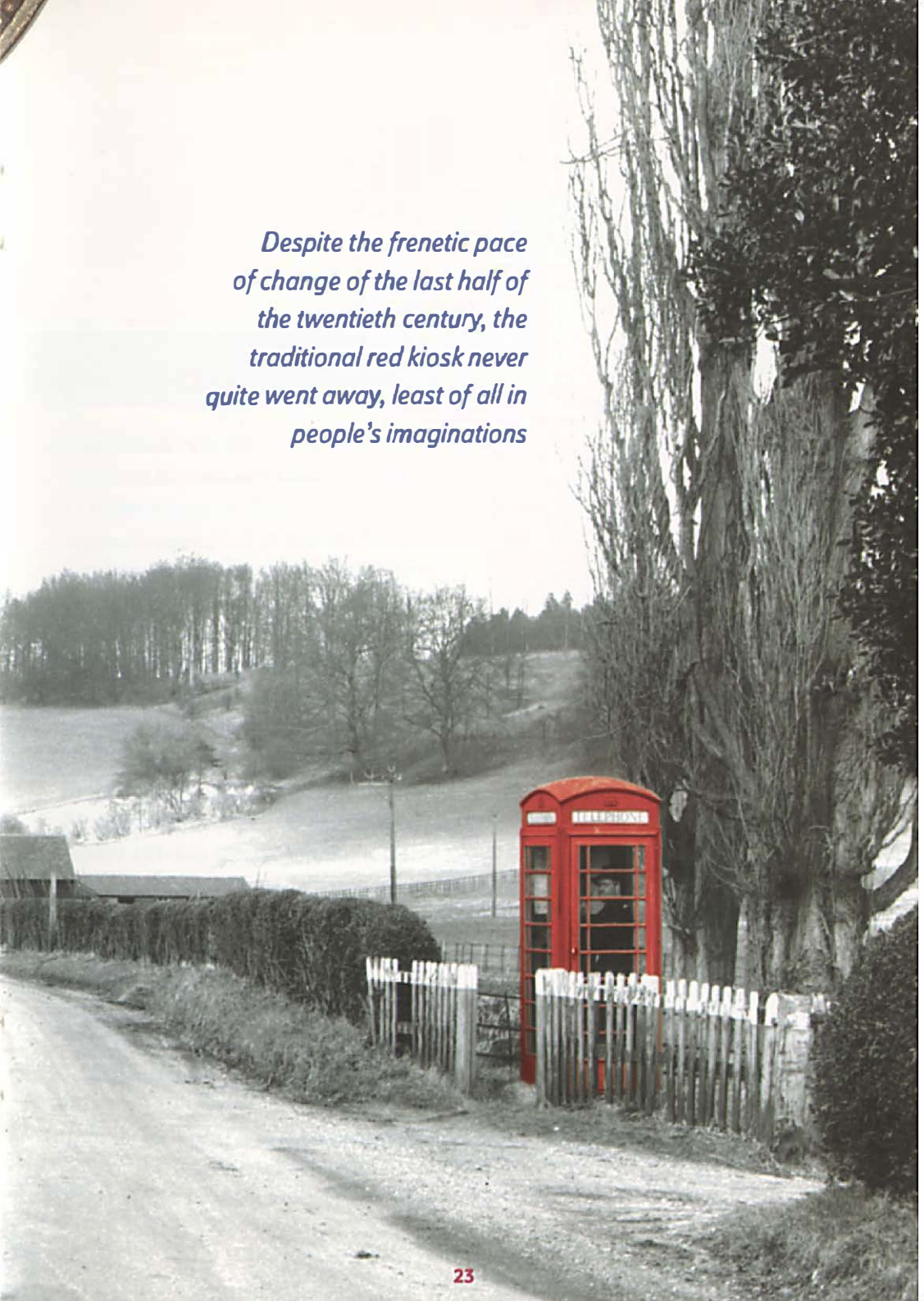
In fact, as early as 1959, the Post Office had approached the distinguished architect, Neville Conder, for an up-to-date kiosk design. He responded imaginatively. Away went small windows and glazing bars: Kiosk No 7 featured the kind of solid, almost floor-to-ceiling panes seen in modern office buildings. The bold all-round glass design provided maximum visibility and allowed it to be positioned to suit the

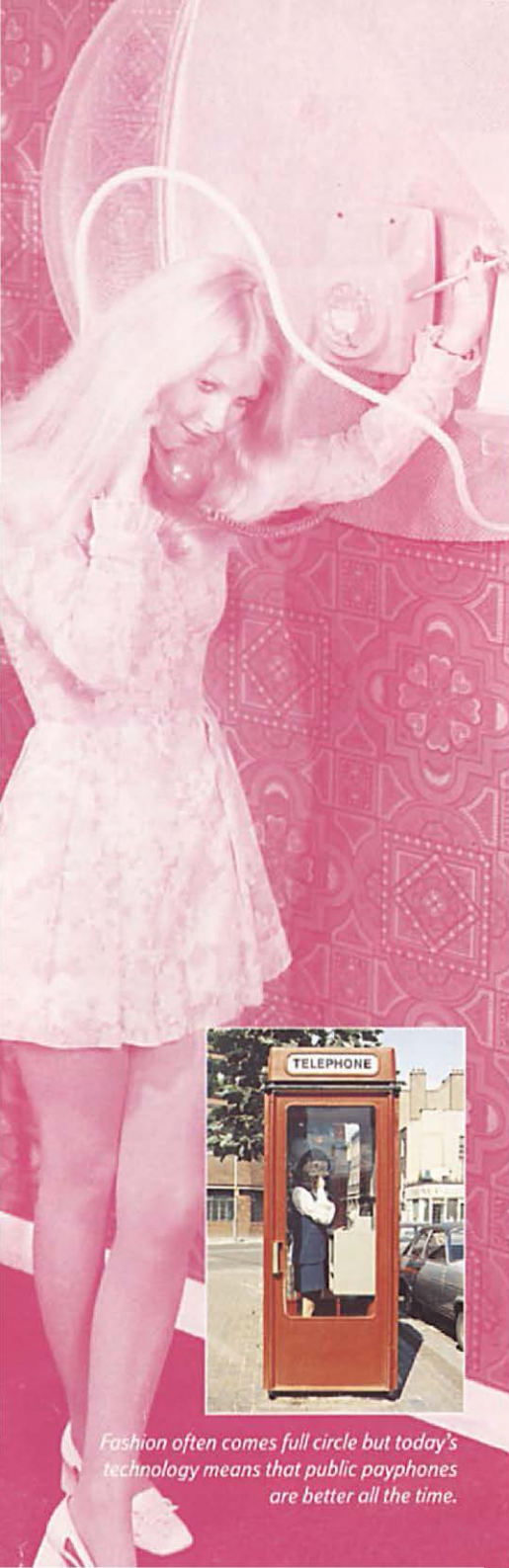
individual lay-outs of different streets and open spaces. At a height of well over two metres, Kiosk No 7 was some 35cms higher than previous models. Naturally, it boasted the very latest payphone dialling equipment.

When the first of the new kiosks was launched in Central London in 1962 amidst a blaze of TV and press publicity, it carried a notice inviting users to write in with their opinions. The result was positive: they agreed that the modern design was not only functional but also extremely attractive.



*Despite the frenetic pace
of change of the last half of
the twentieth century, the
traditional red kiosk never
quite went away, least of all in
people's imaginations*





From old pence to

By 1971, the year Britain's coinage went decimal, attacks on phoneboxes had become a major problem. Ideas to combat this scourge came from all sources, not least of all from the public.

The Post Office itself was experimenting with remote alarm systems, reinforced steel coin boxes, stronger handset cords and shatterproof windows. Rented payphones in more visible or supervised locations such as shops, garages and hotel foyers, were one possibility. Public wall mounted phones with cutaway perspex domes or American "walk up, drive-up" street phones were another.

Style on the streets.

Against this background Kiosk No 8, designed by Bruce Martin (inset, left) was launched in 1968. Regarded as a top priority project, it was designed and produced in just over a year, the shortest time ever taken to create a new



Fashion often comes full circle but today's technology means that public payphones are better all the time.

Remember the days when nostalgia was in fashion? This poster was featured recently in the new generation of BT payphones.



kiosk. And it was ideal for the fast changing social conditions of the day.

When Kiosk No 8 first appeared it had a striking sense of modern style; the clean, uncluttered look and large undivided window panes of its predecessor were retained. But to combat the vandals its frame was cast iron and its windows specially toughened glass.

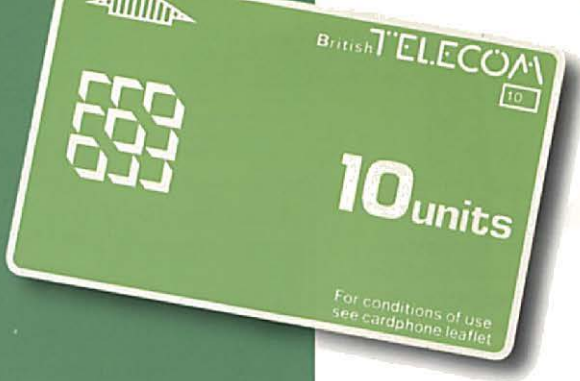
Vandals left out in the cold.

As a standard design, it was meant to blend in with its surroundings, whether urban or rural, whilst remaining instantly identifiable as a phone box. Making optimum use of new materials and manufacturing techniques, it was fashioned in seven main parts and

was particularly easy to clean. Most important, it was designed not just to withstand the British climate but also to discourage those who thought it was amusing to carry out acts of vandalism.

999 the emergency number, was originally introduced into London in 1937 but wasn't available nationally until after the Second World War.





From p to prepaid.

1981. Having witnessed the astonishing growth of the credit card, was Britain about to become a truly “cashless society”?

In that year, British Telecom (as it was then known) announced that it was to test market credit card-shaped phonecards, based on optical strip technology.

“Phonecards make the phones less vulnerable to thieves. Jammed containers will also be a thing of the past” noted one journalist at the time. He might also have pointed out that phonecards had several advantages for the public, not the least of which was their enormous convenience.

Right from the start, the little green card was a massive success. Readily available at newsagents, railway stations and post offices, its unique design became synonymous with the modernisation of Britain’s payphones.

The other side of the coin.

In some countries which had adopted phonecards, it was often difficult to find kiosks that would take coins. Not so in the UK where a choice of cards and coins was (and still is) offered wherever possible. A sight that quickly became





A new shape on the horizon. Designed to be built on the shell of the KX100, the KX Plus blends into sensitive sites and provides a more welcoming environment.



familiar in the 80s was the “side-by-side” arrangement of coin and card-accepting kiosks. What people wanted, though, was coin and cards payment in the one kiosk. So phones, like those shown above, with their easy-to-follow instructions, soon became a popular feature on the streets.

Picture this.

In a highly visual age, it wasn't too long before pictorial images started to appear, making the phonecard a potent



This highly collectable BT Phonecord set celebrates Guglielmo Marconi who believed that he could transmit wireless signals in the open. In succeeding, he started a revolution that still touches our lives today.

More than two million people use BT's 140,000 public payphones every day. What's more, 95% of them are fully working at any given time.



BT

medium for information, advertising and large scale charity fundraising. Not surprisingly, BT Phonecards are much favoured by collectors: early sets such as those for the 1987 Muirfield Open Golf Championship have changed hands for an astonishing £3000!



This was the first BT Phonecard to use the new smart chip.

A new chip for the new century.

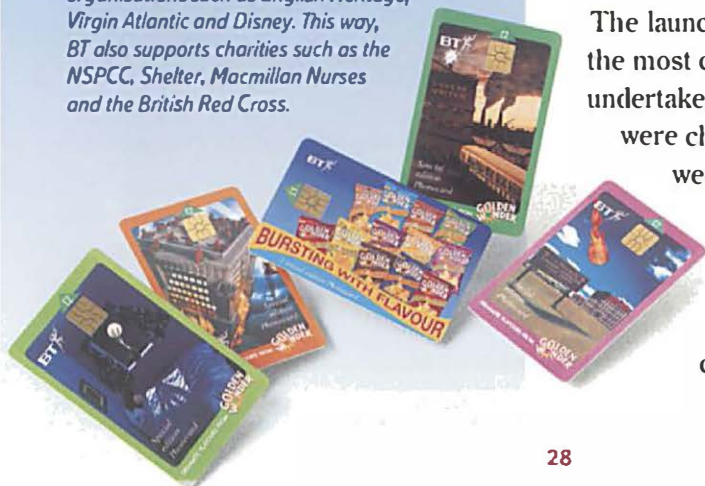


The BT Phonecard has become a popular advertising medium for blue chip organisations such as English Heritage, Virgin Atlantic and Disney. This way, BT also supports charities such as the NSPCC, Shelter, Macmillan Nurses and the British Red Cross.

By 1995, the BT Phonecard had become so well known that it was recognised by 98% of the population.

However, the time had come to move on from optical encoding to a new generation of “smart” integrated circuit microchips, the little gold square on today’s BT Phonecard. More resistant to heat or wear and tear, it was thus even more reliable. And, because, for the first time, the technology was in the chip rather than in the payphone mechanism, there was less to go wrong.

The launch period itself saw one of the most complex operations ever undertaken by BT: thousands of kiosks were changed within a space of weeks and new payphone units such as the P2000 (above, left) and the Sovereign Paychoice were installed across the country in large numbers.





The classically distinctive domed roof of Giles Gilbert Scott's famous red phone kiosk, the K6, is said to be based on the tomb of the architect, Sir John Soane, in St Pancras churchyard. Today's KX Plus, whilst answering modern customer needs, also reflects these traditional values.



You shall have payphones wh

Ever since the first public call offices appeared in places such as hairdressers' shops at the end of the last century, the British public have delighted in taking every opportunity to stay in touch, wherever they find themselves. Today, with 140,000 public payphones and 136,000 BT private payphones across the United Kingdom, you're never far away from that all important call. BT payphones can be found virtually everywhere: at railway stations and airports, in hospitals and universities, in pubs and clubs, garden centres and health farms, and of course... hairdressers' shops.



the latest state-of-the-art BT payphones are a familiar sight at many of the UK's most prestigious sporting, social and musical events.

Here, there, and everywhere.

In the mid-nineties, mobile phones and digital technology became a part of our everyday lives. And, in what was seen as a remarkable breakthrough at the time, BT

In fact, if you're not near a BT payphone, it will often come to you: BT's fully carpeted events trailers, equipped with

(PHONE)BOX OFFICE SUCCESS.
 BT payphones make regular appearances in major TV soaps including Emmerdale, Coronation Street, Eastenders and Brookside.



BT Payphones' reputation for running the UK's payphone service is so good that it now also manages more than 800 payphones at Dutch railway stations.



erever you go.

introduced a mobile payphone service onto selected Intercity trains. Before too long, this service had expanded to nearly 600 national and regional trains across the UK.

It was only a question of time before BT mobile payphones were to be found on cross-Channel ferries and, of course, on the 300km/h London-Paris-Brussels Eurostar itself.



The KX520 is generally found at airports and rail termini across the UK. The payphone is the P2000 which accepts most credit and charge cards, the BT Chargecard, the BT Phonocard and, of course, coins. It even gives helpful instructions in six languages.



"I'm doing 300 kilometres an hour on my way to Paris and rang to let you know that BT payphones are just everywhere!"



Not so much a payphone, more a comm

The very idea of public access to e-mail and the net, combined with other interactive features means that the new Multiphone has certainly caught the public imagination

What could tomorrow's payphone turn into?

As technologies converge, the possibilities increase. A special BT phonecard, for example, is already being used as a means of paying for parking in a unique public experiment in the north of England. Other practical possibilities being tested involve the "downloading" of money from BT payphones onto special cards which can then be used to pay for purchases at retail outlets.

Whatever next? Now that the idea of multimedia communication has become generally accepted, the possibilities are endless.



One touch and...

you're using Multiphone, the first of a new generation of BT payphones centred around touch screen technology. The key to Multiphone is choice: instant access to e-mails and internet, a street map of the immediate area, plus a news, entertainment and travel site and free access to BT directory enquiries. You can even make voice calls at the normal rate.

Below, the C10 Dataport which allows people to send data anywhere in the world, 24 hours a day.

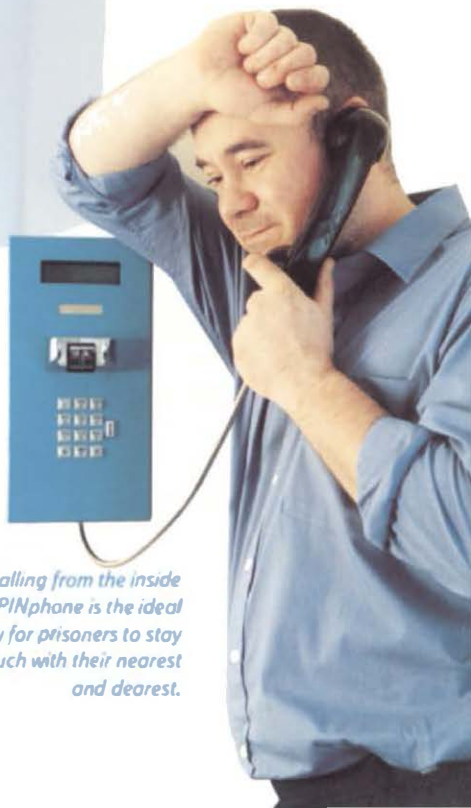
Communications centre.

PINphones: the inside story.

In 1998, BT Payphones won a ten year contract with the Prison Service to install PINphone, a completely new type of phone system, in 132 prisons across England and Wales.

Each prisoner is issued with a PIN number. A computer management system then automatically checks whether that call is allowed (some numbers may be barred) and whether there are enough units in the prisoner's account.

For those serving a prison sentence, access to a properly managed phone system can be a crucial factor in maintaining family relationships. At the same time, state-of-the art technology brings special features, such as the one designed to reduce harassment: someone receiving a call from a prisoner can decide whether to take it or not.



Calling from the inside out. PINphone is the ideal way for prisoners to stay in touch with their nearest and dearest.



We've come a long way but

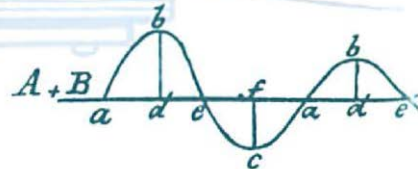
When Alexander Graham Bell made the world's first phone call in 1876, he foresaw a future in which people would communicate around the globe.

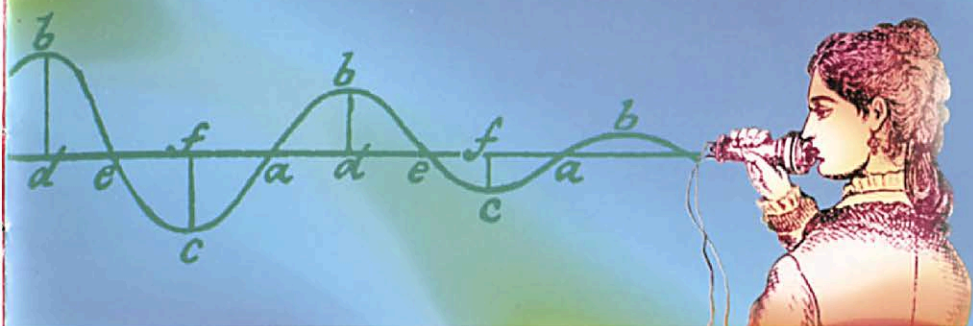
What would he have thought of public payphones which give helpful instructions to callers in six languages? Would he have foreseen that people could download electronic cash onto a

phonecard? Could he have imagined payphones from which you could send a letter to a friend 5000 miles away? Or databases in distant places which could be consulted from a busy railway station?

Bell was a passionate believer in technology and at BT, we feel very much the same. But it is you who can best shape and influence the future.

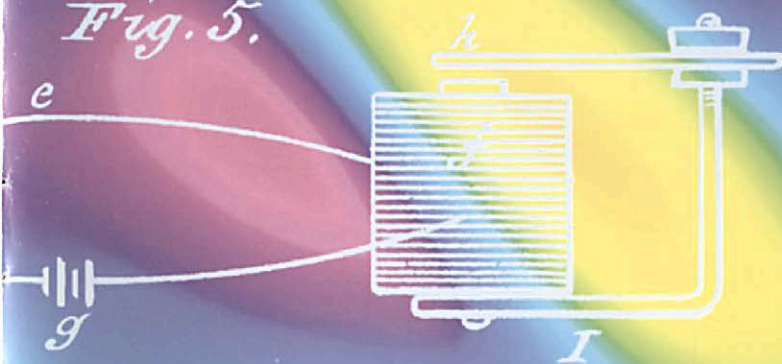
Our role in this fast changing age is come up with the products and services that will make the new century work, for all of us.





we're still looking forward.

Fig. 5.



We would like to thank the BT Museum and Neil Johannessen for their invaluable help in verifying historical information. Our thanks also to BT Archives, guardians of BT's historical information. The copyright for the photography in this publication is owned by BT, with the exception of the following:

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John Greenwood: photograph of Parliament Square, page 17. Also the KX Plus, page 29.

Neil Johannessen: colour photograph of the Kiosk No 6, page 21.

Henry Harris: photograph of top of K1 (silhouetted).

Pauline Neild: photograph of PINphone, page 33.

Johnnie Packington: photographs of KX100 & KX Plus, page 27. Also the Telfort, page 31.

Pascoe Willis: photograph of BT events trailer, page 30.

The information in this brochure was correct at the time of going to press.

Since The First Penny Dropped was written by Chris Payne and designed by CIQ Limited.



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