

For Immediate Release

## **Tadiran Mobile Technology Centers Roll Out Latest Voice Possibilities**

*The 'IP Communications Experience Tour' is on the Road to Multiple Cities Nationwide*

**Port Washington, N.Y. – July 9, 2007** – Tadiran Telecom<sup>®</sup>, a leading global IP business telephone and communications solutions provider, today announced the “IP Communications Experience Tour,” a nationwide, multi-city tour of Tadiran’s Mobile Advanced Technology Centers (MATC). These 40-foot high-end, luxury motor coaches are outfitted with Tadiran’s state-of-the-art telecommunications solutions. The IP Communications Experience Tour is designed to let visitors experience and test the possibilities in IP communications, first hand. The first cities planned for the IP Communications Experience Tour include: El Segundo, Calif., Northridge, Calif., Los Angeles, Burbank, Calif., New York City, Port Washington N.Y., Cincinnati, Ohio, Miamisburg, Ohio, Columbus, Ohio and Grand Junction, Colo.

Tadiran’s award-winning, high-performance IP communications solutions and telephones allow businesses and organizations of all sizes to migrate to the world of IP in stages, all while continuing to leverage existing network and legacy investments.

Tadiran Telecom’s Director of Marketing Pat Lennon said, “The IP Communications Experience Tour underscores our commitment to helping businesses and organizations transition to IP communications as easily and cost-effectively as possible. We plan to showcase our family of telecommunications solutions that offer tremendous productivity and operational cost savings – from the many benefits of Voice over IP (VOIP) to mobility products that allow users the freedom to travel without sacrificing telephone features formally associated with a desk telephone.”

This year, Tadiran’s IP Communications Experience Tour will showcase the following products:

- Tadiran’s award-winning family of Coral<sup>®</sup> IP PBXs offer a range of telephony solutions that facilitate a seamless move to VoIP, with no loss to investment in legacy systems or the need for extensive retaining. The Coral IPx family includes a breadth of products that combine leading edge VoIP capabilities, voicemail, conference bridge and cell phone integration, allowing cell phones to act as extensions to the system. Each model can be used as a VoIP telephony server with gateway and digital telephone options. The Coral IPx family offers the best total cost of ownership, backed by superb voice quality, easy installation and maintenance, secured communications, and a wide choice of user devices to support tele-workers, corporate and branch offices, and road warriors.
- The Coral IPx Office is Tadiran’s small office IP PBX solution. It is a complete IP office communication solution in one small box, for simple, flexible converged communications with sophisticated call handling, firewall protection, VPN (Virtual Private Network) and NAT (Network Address Translators) support, and optional unified messaging. It offers an extensive range of IP functionality and user benefits such as a built-in data switch optional internet router and a large selection of gateways to legacy connections. The Coral IPx can also be networked, giving branch offices the same communication services enjoyed by the head office.

- A preview of Tadiran's newest innovation, the Coral Sea Softswitch – a complete, pure IP VoIP solution for all size enterprises (currently in beta). The Sea Softswitch, based on open technology standards, is a single, replicated, fault-tolerant VoIP solution, requiring only 1 RU (rack unit) of space, but with far greater capabilities than much larger systems. As an independent system or integrated with existing systems and endpoints, the Sea Softswitch connects between endpoints, protocols and media gateways. This provides full feature functionality of voice, video, SIP-based unified messaging, multimedia and Contact Center capabilities.
- Mobility applications. Tadiran's FlexiCall™, Freedom™ and FlexAir™ applications enable employees to be reached through one number, making it easy for them to receive important calls and timely messages. With FlexiCall, your landline and mobile phone ring simultaneous, allowing employees to never miss a call. And once they get the call, they stay in control of it with the ability to transfer the call into the office, or page someone, from their mobile phone. FlexAir allows full mobility within the office building or campus using DECT wireless, while avoiding airtime costs. With Freedom, businesses can provide access to internal system services – outgoing trunk access, voicemail, conferencing and internal calls – to distant and cellular phones. Employees dial into their own phone number and access all their user-defined system capabilities, enabling them to take advantage of lower corporate GSM gateway tariffs.
- Unified Messaging systems that consolidate voice messages, emails and faxes into a convenient Microsoft® Windows® browser-based platform. Tadiran's Unified Messaging Systems are designed specially for the telephone system, offering the most seamless integrations. The systems fit into the telephone chassis, requiring no external resources.
- Tadiran's Composit™ Contact Center is a comprehensive suite of real-time, IP multimedia customer interaction management solutions. Its scalable and modular system combines IVR, Dialer, CTI, queue management, Intelligent Interaction Routing and multimedia management – all on a single, distributed platform. Composit's distributed architecture allows multiple Composit servers to tie together and work as one single system, so agents across different servers can connect and share data, and businesses can expand the number of agents and IVR ports, conduct automatic load balancing and disaster recovery.

To learn more about Tadiran's IP Communications Experience Tour, call [1-866-595-4900].

### **About Tadiran Telecom**

Tadiran Telecom® has been an established innovator in telecommunications for more than 40 years. A leading, global IP business telephone and communications solutions provider, Tadiran serves businesses and organizations of all sizes with a comprehensive family of products, including IP PBXs, contact centers, IP telephones, and mobility and desktop applications. Tadiran distributes IP communications solutions to some of the world's largest companies and organizations across 41 countries through authorized Business Partners and direct to Government customers through Tadiran Government Systems. For more information, visit [www.TadiranAmerica.com](http://www.TadiranAmerica.com).

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