

Tadiran Telecom Launches the Coral Sea Softswitch, Enhancing Efficiency of Corporate Interactions through Unified Communications

The Coral Sea Softswitch allows for distributed system architecture, delivering the highest level of fault tolerance to ensure business continuity and reliability.

Petach Tikva, Israel, Port Washington, NY– September 15, 2008 - Tadiran Telecom®, a leading global IP business telephony and communications supplier, today announced the launch of the Coral Sea Softswitch 3.0, a revolutionary state-of-the-art softswitch that delivers unified communications in conjunction with multimedia over IP. The advanced Coral Sea Softswitch software architecture provides organizations with a platform for enhanced, more reliable and more efficient business interactions. The availability of the Coral Sea Softswitch in the European, Middle Eastern, African, Asia-Pacific and Australian markets was announced at a Tadiran Telecom business partner conference in Jerusalem. The announcement regarding the availability of the product in North and South America will be made in early November in Miami.

Utilizing the most commonly used protocol for VOIP in the world (SIP), the Coral Sea Softswitch enables enterprises to connect to their service provider directly, through a pure IP connection, thereby preserving quality of service and reducing costs. Unified messaging, voice and video conferencing, soft phones, dual-mode phones, IP phones – regardless of the source, users will be able to receive information in real time, conduct consultations and correspondence with colleagues, and make timely well-founded decisions. This assortment of communications features transforms every location into a fully operational workstation, considerably increasing efficiency and productivity by reducing process/communications latency.

The Coral Sea Softswitch allows for distributed system architecture, delivering complete redundancy and the highest level of fault tolerance to ensure business continuity and reliability. A powerful and secured web-based unified management system provides users with complete access and control over all system components and entities, from user profiles to global configurations.

"Customers have already lined up to enjoy next-generation communications features with complete mobility and reliability." says Eitan Livneh, President and CEO of Tadiran Telecom. "Tadiran Telecom has aligned its vision with the global demand for truly unified communications and multimedia over IP. Today is a milestone in the fulfillment of this vision. The leap towards a comprehensive unified communications solution expands our reach through an ever-growing network of distribution channels."

Facilitating the migration to IP networks, the Coral Sea Softswitch enables companies to leverage legacy telephony equipment while preserving past investments. As a scalable solution, the Coral Sea Softswitch allows customers to gradually extend and advance their networks according to their needs and traffic capacity.

About Tadiran Telecom

Tadiran Telecom® has been an established innovator in telecommunications for more than 40 years. A leading global IP business telephony and communications supplier, 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 in over 40 countries through authorized business partners. For more information, visit www.tadiranamerica.com/.