

Editor's Note

With the end of the year upon us, Tadiran Telecom Talk is celebrating its third birthday! Thanks to everyone who contributed their time and information to make this an informative and useful document for our Partners and a source of pride for our staff!

On behalf of all of us at Tadiran Telecom we wish you a Happy New Year! May 2011 bring peace, health, happiness and prosperity to you and your loved ones.



Global Business Partner Conference Nov 2010

For the first time since 2003, Tadiran Telecom and Tadiran America joined forces and hosted a Global Business Partner Conference in New Orleans, Louisiana. For the US team and their partners, this was the second year in a row that the conference was conducted in New Orleans, and after being there, we all understand why it was selected again!

And we had an excellent turnout!

Over 150 guests representing 60 companies and 20 countries participated in the three day conference. The first product presented was the UCx (Unified Communications Exchange), an advanced Pure IP solution for small to medium size businesses (30 to 120 users). The UCx boasts hundreds of telephony features, Unified Messaging capabilities, Unified Communications, 30 channel PRI support, fax integration on the IP network and many additional applications and benefits.

The company also introduced Version 16 software for the Coral product line. This new version includes fax over IP integration, supports a new family of IP telephones, and provides improvements to SIP channel support.

Participants of the conference also got a first look at the new version, v3.2, of Tadiran's flagship product, the Sea Softswitch. This version is currently undergoing Beta trials and includes many new features such as distributed ACD, load balancing of telephones in a cluster, support of the customer's Active Directory, additional Unified Communications features and functionality and support of a new family of IP telephones (SIP).

And in addition to all this..... There was jazz.....and jambalaya. It is after all New Orleans!



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"We are what we repeatedly do. Excellence, then, is not an act but a habit."

Aritsotle

Global Business Partner Conference (cont'd)



Announcement



Tadiran Telecom is pleased to announce the establishment of a Quality Assurance group in China. This new group, based at our subsidiary KTT, will work as an integral part of the existing Tadiran QA team.

Eldad Barak, President & CEO of Tadiran Telecom explains the benefits of this decision: "Having a larger team of QA professionals will definitely improve our time to market with new, fully tested products. We are very proud of the achievements of KTT in all aspects of the business but especially of their rate of customer satisfaction. I am certain that all our Partners globally will reap the benefits of their experience and dedication".

Bill Miao, General Manager of KTT also praises the program: "Participating in this joint program to improve the quality of products and services offered by Tadiran Telecom has been a tremendous experience for our employees. Now they feel they are a part of a multi-national organization and have a personal stake in the success of all of Tadiran's Partners worldwide and not just in China".

Highlighted Sale

Beijing Subway 8, China KTT, our subsidiary in China along with their Partner, China Academy of Railway Sciences are the orchestrators of this prestigious project. The equipment sold to this customer consists of 4 Coral IPx 3000 systems with duplication, 16 Coral IPx 800 systems, 16 Coral IPx 500 systems and FlexSet 281S digital telephones.

What makes this project unique, even with our vast history with the Chinese Subways, is that the Coral systems were chosen for both the administrative AND dispatch requirements of subway line 8. In addition to the benefits listed below, the choice of the Coral for both necessities enables the customer to train the employees ONCE and keep less spare equipment which will save them money today and in the future.

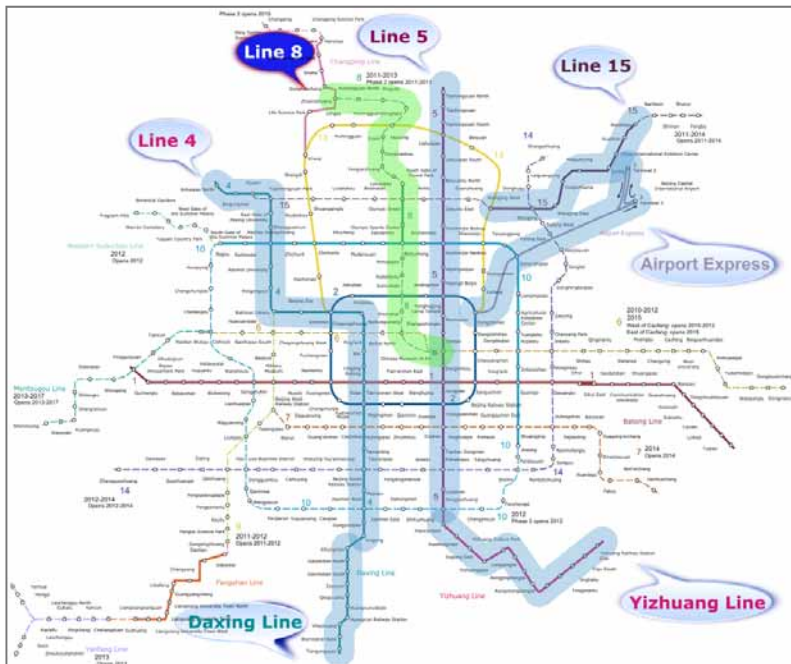
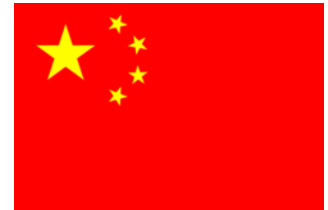
The administrative functions have already been well documented in the past. The dispatch functions, however, are not as well known but have already proven their reliability in the field.

The dispatch application is based on the enhanced large conference feature and is designed for fast response in the case of an emergency. Both incoming and outgoing calls, initiated by either the Dispatcher or other predefined extensions in the network, automatically enter a conference call which enables them to share crucial information simultaneously. The Dispatcher has the ultimate control over the conference and can remove specific members as required. This application also includes the XDA feature which indicates on all dispatcher stations concurrently, through use of LEDs, the origination of an external call coming into the system.

The system also includes network management capabilities using the CFM application. Beijing subway line 8 is the most recent addition in a long line of subway projects in China that selected the Tadiran solution.

About Subway 8: A wholly state-owned enterprise, invested in by Beijing State Asset Regulator Commission and approved by the municipal party committee and the municipal government. Line 8 in Phase I was built specifically for the 2008 Olympic Games. Construction began in 2004 and the line entered into operation on July 19, 2008. Access was originally restricted to riders with an Olympic Register Card or a ticket to an event at the Olympic Games or Paralympic Games on the day of the event. Since early October 2008, the line has been fully opened to the public. In Phase II, Line 8 is being extended north through the Olympic Forest Park to Huoying North in

Changping District beyond the Line 13 arc. To the south, Line 8 will enter the city center via Gulou Dajie, the Drum Tower, and Houhai, and terminate at the National Art Museum. In all, the extensions will add 17 km and 12 stations. Set for completion in 2012.



“Great things are done by a series of small things brought together.”

Vincent Van Gogh

Now You're Talking...

Tadicom, Netherlands - Tadicom conducted its annual Coral User Day and this year both Tadicom's Business Partners and Prestigious Customers were in attendance. Representing Tadiran Telecom was Avi Ben Arie who presented the Sea Softswitch, UCx, Coral Version 16 and our roadmap of future projects.



Tadiran's Avi Ben Arie @ Coral User Day in the Netherlands

Coral Australasia, Australia - CA recently conducted two events in Sydney. The first was an update to CA's Business Partner network about what was presented at Tadiran's Global Business Partner Conference in November. The second event was aimed at recruiting additional Partners in Australia.

TBSI, Israel - TBSI recently conducted its annual seminar for the Kibbutz community. Over 130 participants attended the seminar that featured presentations on the Sea Softswitch, Call Center applications and Microsoft OCS integration. Following the product presentations, all were treated to a lecture by two local TV personalities on current events.



Tadiran Israel's Avner Mymon at the seminar

Teledata, Kenya - Hats off to Teledata for the largest Billboard Ad Campaign of the year! Below is just a sample of the advertisements that graced the streets of Nairobi!



Training Talk

Teledata, Kenya — Arie Rosh travelled to Nairobi to conduct product training for 5 sales people and 5 technical people. Everyone participated in the first half of the course while the second half was dedicated to the technicians. Products included in this training were the Coral IPx family, UCx and the Composit Contact Center. The training also included applications and installation tools.



Tadiran's Arie Rosh and participants at Teledata training

Small Talk

VKTEK, Australia - Congratulations on a job well done! VKTEK, a sub dealer of our Partner, Coral Australasia, launched a new website based primarily on Tadiran's products and solutions. Feel free to have a look

<http://www.vktek.com.au>

