



Tadiran Telecom Provides an IP Telephony Network to BIDV, One of Vietnam's Largest Banks Project Valued at Over \$3 Million

Tadiran Telecom's offer was chosen for the 60 site telephony network tender over competing offers by Avaya, Alcatel, Siemens and NEC

Petach Tikva, Israel – January 12, 2009 - Tadiran Telecom[®], a leading global IP business telephony and communications supplier, today announced that its solutions have been chosen by the Bank of Investment and Development of Vietnam (BIDV) to provide an IP telephony network of 60 systems and sites throughout Vietnam. The project is valued at over \$3 million.

The network will allow all of the Bank's branches, spread throughout Vietnam, to communicate toll free utilizing voice over IP telephony and IP Telephones. Moreover, the network architecture resembles a private network, so that every phone has a 4 digit number within the network, enabling seamless communication between branches. Tadiran Telecom's IP flexibility allows it to provide BIDV with a tailored communications solution while connecting the system to the Bank's back office infrastructure.

Avaya, Alcatel, Siemens and NEC had also vied for the tender. Tadiran Telecom's innovation and credibility have once again positioned it ahead of the competition and as a leading player in the Information and Communication Technology (ICT) market. Tadiran Coral systems were selected because of their reliability and flexibility, critical requirements in financial organizations.

"Vietnam is one of the fastest growing ICT markets in the world. Vietnamese companies and institutions seek the cost-efficiency and flexibility provided by IP telephony networks and we are happy to oblige." said Zeev Aviv, VP of Sales and Marketing at Tadiran Telecom. "The contract with BIDV further strengthens our position in two of our strategically chosen markets: Bank telephony networks and the emerging Vietnam ICT market."

About BIDV

Bank for Investment and Development of Vietnam (or BIDV) is one of the country's largest state-owned commercial banks, with more than 100 branches, transaction offices, and subsidiary locations. BIDV was founded in 1957 and converted to a full commercial bank in 1995.

About Tadiran Telecom

Tadiran Telecom[®] has been an established innovator in telecommunications for more than 40 years. The company has initiated an organizational plan to increase environmental awareness in the telecom market while utilizing "green technology" in its products. 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

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solutions to some of the world's largest companies and organizations across 41 countries through authorized business partners. For more information, visit www.tadiranamerica.com or www.tadirantele.com.

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