



Tadiran Telecom Unveils New Softswitch Application Bundle and Chooses European Market to Pioneer its Assimilation

As part of the company's strategic decision, these communication management applications will be demonstrated to potential partners at CeBit (Hall 13, Booth C86)

Petach Tikva, Israel, Port Washington, NY– March 05, 2009 - Tadiran Telecom[®], a leading global IP business telephony and communications supplier, today announced the launch of a new Softswitch application bundle including Sea Navigator, workgroup communication management tools, and the Coral Sea Softswitch. Tadiran Telecom declared that it has strategically chosen the European market to pioneer the assimilation of this new technology and will be negotiating new partnerships in the region. The softswitch application bundle will be demonstrated to potential partners at the CeBit Exhibition (*Hall 13, Booth C86*).

The Sea Softswitch has been successfully implemented and already delivers unified communications and multimedia over IP to enterprises in diverse vertical markets such as government, healthcare, energy, and education. In response to user feedback and market demand, Tadiran Telecom has developed the Sea Navigator and workgroup applications to supplement the Sea Softswitch. The Sea Navigator is a desktop communication management tool that allows full convergence and enhanced productivity through an intuitive Outlook-like user interface. The workgroup application allows organizations to be more attainable and communicative at all times, making the most of their human resources. This application offers a shared-line button functionality ideal for Support and Presales teams. Managers can depend on assistants to handle calls on their behalf, ensuring that incoming calls are always answered.

"We have positioned ourselves successfully to enjoy the shift in the European ICT (Information & Communication Technology) market from IP-PBX technology to Softswitch-based networks that allow unified communication as well as multimedia over IP," says Zeev Aviv, VP of Sales and Marketing at Tadiran Telecom. "We have always seen our partners as an integral and invaluable extension of our services and products, and we wish to benefit together from this prevailing trend."

The advanced Sea Softswitch software architecture provides organizations with a platform for more reliable and efficient business interactions. Bundled with the Sea Navigator and workgroup applications, the Softswitch allows users to intuitively and efficiently access and utilize 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.

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