



Tadiran Telecom Introduces Emerald ICE Integrated Digital Phone System

New York, NY – October 20, 2003 – In a strategic step towards expanding into the small/medium enterprise (SME) market, Tadiran Telecom has announced the latest addition to its telecommunications product line – the Emerald Integrated Communications Exchange known as Emerald ICE.

Emerald ICE is a fully digital key system targeting businesses that require a professional phone solution at a price point that fits their bottom lines. With hundreds of standard and advanced features such as Integrated Voicemail, Auto Attendant, Audio Help User Guide, Caller ID and Call Recording functionality; Emerald ICE provides a cost-effective solution to the SME market.

“We wanted to deliver Tadiran quality to companies that need to project a professional image with a minimal investment,” said Larry Steinmetz, president of Tadiran Telecom. “We packed the Emerald ICE with several of the sophisticated features a small business needs, while making it compatible with our larger Coral systems so the system can grow with the business.”

Steinmetz refers to one of Tadiran’s core research and development principles which dictates all Tadiran phone systems be compatible, so buyers’ initial investments are protected as they grow or their business needs change. Other key considerations in the Emerald ICE design revolved around stability and ease of use.

“This is a very important release for Tadiran dealers,” said Bob Klimmek, VP, ITI, Inc. “Emerald ICE fills a gap in the Tadiran product line and lowers the barrier of entry for introducing smaller businesses to Tadiran systems. Coupled with the sleek design, low price point, and ease of use, Emerald ICE is a very attractive offering for small to medium-sized businesses.”

For more information about Tadiran Telecom or the Emerald ICE, please visit Tadiran’s website at www.tadiran-us.com.

About Tadiran Telecom

An established leader in telecommunications for more than 40 years, Tadiran Telecom is leading the convergence of today’s technology with tomorrow’s innovations, transforming the way people and businesses communicate, connect and collaborate. Tadiran’s IP-enabled solutions support voice, data, video and advanced networking applications.

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