

# Press Release

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## **New Voice Processing Range Launched for the UK Market**

February 26th, 2007 – Iridiacom, the Hertfordshire based distributor of telecom equipment, and T3 Telecom Software, a U.S.-based voicemail and messaging company, have entered into partnership to bring the T3 range of voice processing into the U.K. market.

This partnership enhances Iridiacom's product portfolio through T3 Telecom Software's highly featured messaging platform, T3main. The product enables organizations to implement message management solutions, call centres, and directory assistance environments that meet their unique needs. T3main includes robust, feature-rich components that provide the building blocks for a fully customized and scalable solution including Unified Messaging, SIP, Speech Recognition, Voice Verification (biometrics), Integration, Networking, Interactive Voice Response, Automated Attendant, Fax, and Announcer functionality.

Alan Doyle, MD Iridiacom commented "We are very pleased to launch the T3 product range to the UK market and as with all of our products it will be sold through our network of resellers. It is the ideal time for us as T3 Telecom Software has recently undertaken a rebranding, and their new marketing push will assist us in penetrating the market. T3main supports SIP for new generation VoIP products, but also has a TDM option that will allow us to supply to legacy systems and includes integration at keyphone level, analogue and QSIG/DPNSS connections. In fact there are some over 40 PBX integrations built into the system. This gives us the ability to sell to 100% of the PBX market. In addition, the platform is Linux based which we are very happy about as it is a robust and reliable operating system."

Yaniv Livneh, CEO T3 Telecom Software stated, "It is an ideal time for us to appoint a Distributor for the UK market. Our product range is now mature and we have success with the market in the USA selling through our accredited dealers so we know this business model works successfully. We are happy to appoint Iridiacom as we know their technical ability will mean that the product is well-supported. We have seen them increase sales of other products so we are confident that their success will be our success."

T3 Telecom Software is very successful in its home USA market but has also produced OEM voice product solutions for many manufacturers and recently received Avaya Compliance Certification for T3main for both SIP and QSIG connections.

### **About Iridiacom**

Iridiacom are a Hertfordshire based distributor of Voice over IP and business telecoms products. They are the exclusive distributors in the UK for the MKC Networks VoIP communication servers, the Claro range of VoIP and GSM gateways from IP Gear and the T3 range of voice processing systems.

They are structured to sell via their approved nationwide network of dealers and maintainers and provide full sales and technical support via phone, email, Instant Messenger or on-site.

For more information, visit [www.iridia.com](http://www.iridia.com)

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### **About T3 Telecom Software, Inc.**

T3 Telecom Software has been developing innovative telephony solutions since 1991. The company's progressive building blocks approach allows customers to build a highly customized and configured telephony application that meets unique business requirements without in-depth knowledge of programming and telephony.

T3main fits effortlessly into a VoIP, traditional TDM PBX or hybrid strategy while enabling customers to leverage their existing infrastructure investment through unique networking capabilities and a distributed architecture that allow multi-site organizations to standardize on one solution for their telephony services needs.

T3 Telecom Software's approach also enables customers to utilize their existing PBX or voice mail investments through a variety of T3 products including intelligent queuing (T3iQ) and a speech driven auto attendant (T3arigato).

For more information, visit [www.myt3.com](http://www.myt3.com).

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