

PRESS RELEASE

FOR IMMEDIATE RELEASE

Iwatsu Voice Networks Contact:

Teddy Mahan

972-929-0242

tmahan@iwatsu.com

Iwatsu Voice Networks Receives 2008 Communications Solutions Product of the Year

Iwatsu ICON Series Phones Recognized for Outstanding Innovation

DALLAS, TX – May 21, 2009 –Iwatsu Voice Networks (IVN) (www.iwatsu.com), announced today that Technology Marketing Corporation (TMC) has named the Iwatsu ICON Series IX-5930 IP phone as a recipient of a 2008 Communications Solutions Product of the Year Award.

The Iwatsu ICON Series IX-5930 IP phone is the latest addition to Iwatsu's telecommunications suite. The station is equipped with features such as BlueTooth™ headset integration and an interactive information display that can be programmed to run a seemingly infinite number of customizable applications. This powerful Application Programming Interface (API) allows users to parse information from external sources.

“As applications continue to be identified and developed by end users, the capabilities of the IX-5930 will grow exponentially,” said Kevin Kelleher, Executive VP of IVN. “For example, one of the initially proposed apps. allows users to interface with back-office systems and access information such as inventory records directly from their phone, without additional client or user licenses.”

Primarily an engineering-centric telecommunications manufacturer, IVN has made a number of industry advancements during their 70 history, but the design of the IX-5930 has the distinction of relying on hundreds of hours of telephone usability testing. The phone was designed from the ground up employing hours of human-machine interface (HMI) studies. Months were spent gathering data from focus groups and user studies to ensure the features embedded in the phone were not only available, but psychologically intuitive.

“When the design process for the Iwatsu ICON Series IX-5930 was first set into motion, the goal was to design a business phone that would push the technological envelope without becoming overly complicated,” said Michael Marchioni, VP of Product Development for IVN. “The design team went to great lengths when designing this phone to learn how people interact with their telephone, and how they expect the phone to interact with them. Judging by the overwhelmingly positive feedback, it's becoming clear to us that our features were great, but usability is key.”

The positive reception to the Iwatsu ICON Series IX-5930 IP phone continued with the recent 2008 Communications Solutions Product of the Year Award.

“Iwatsu Voice Networks has been recognized with a 2008 Product of the Year Award for their excellence in the advancement of voice, data and/or video communications,” said Rich Tehrani, TMC President and Group Editor-in-Chief, “Iwatsu Voice Networks has proven they are committed to quality and excellence in solutions that benefit the customer experience as well as ROI for the companies that use them. I am pleased to honor their hard work and accomplishments and look forward to more innovative solutions from them in the future.”

The Communications Solutions Product of the Year Award recognizes the vision, leadership and attention to detail that are the hallmarks of the prestigious award. The most innovative products and services brought to market in 2008 were selected as recipients of this year’s Communications Solutions Product of the Year Award for their groundbreaking achievement.

The 2008 Communications Solutions Product of the Year Award winners can be found on the [INTERNET TELEPHONY](#) and [Customer Interaction Solutions](#) Web site.

About Iwatsu Voice Networks

Iwatsu Voice Networks (IVN) provides leading edge business communications solutions to small and medium sized business (SMB), the educational market and many other market segments. The Enterprise platform provides cost effective unified communications, speech recognition, call reporting, in-building wireless, campus networking and text-to-speech applications that are typically used by Fortune 1000 companies. IVN is a subsidiary company of Tokyo-based Iwatsu Electric, a 70-year industry leader and pioneer of many firsts in the telecommunications industry, doing business in North America through over 250 authorized business partners.

About TMC

Technology Marketing Corporation (TMC) is a global integrated media company helping our clients build communities in print, in person and online. TMC publishes [Customer Interaction Solutions](#), [INTERNET TELEPHONY](#), [Unified Communications](#), and [NGN Magazine](#). TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. TMCnet is read by two to three million unique visitors each month worldwide, according to Webtrends. TMCnet is ranked as 2,921 in Quantcast's Top U.S. Sites placing TMCnet in the top .03% most visited Web sites in the US. In addition, TMC produces [ITEXPO](#), [4GWE Conference](#), [Digium|Asterisk World](#) and Communications Developer Conference.

###