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## Wembley Stadium

Tadiran made it's official debut at the recent Comms Dealer exhibition and conference. The first exhibition held in the new Wembley Stadium. Comms Dealer drew in big names such as Avaya, Lucent, Mitel-Intertel, Cisco and Alcatel as well as other independent distributors of voice and data solutions.

Sessions on Tadiran's mobility and VoIP solutions were held during the conference. The audience included distributors and the press.

There was strong interest from the channel for Tadiran's complete range of converged telephony solutions which were demonstrated on the stand.

"The response to our launch at Comms Solutions 07 at Wembley has been very positive and we really feel we have shaken the market up a bit," said Managing Director Rob Warner.

"We wanted to cause a bit of a stir at Wembley and we certainly did that. Dealers that came onto our stand were impressed with the Tadiran range and its simplicity, which was very encouraging. It really is a plug and play solution and we feel we can score points against the complexity of other convergence solutions in the market."

"We had a lot of interest from Mitel and Inter-Tel dealers who are clearly concerned about the changes that have taken place recently and firmly believe we can offer support to the mid-market and SME dealers that are being cast adrift by some manufacturers."

"Everything is going to plan and response to our training programme has been really encouraging which says a great deal. Many thanks for all those who attended." added Warner.



KEEP IT SIMPLE



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