

Commercial IPTV Deployment by Telrad for NewNet

Republic of Georgia Enjoys Triple-Play NGN Network

Tbilisi, Georgia, January 11, 2007: The commercial deployment of a full triple-play network including IPTV went live this week after successful implementation with commercial customers for the last 4 months. Telrad Networks served as the system integrator for the project, which gives NewNet Telecommunications the most advanced network in the country.

NewNet, the country's second largest telecom operator, implemented this strategic project in its effort to provide advanced communications services nationwide, and to be the leader in providing the full range of triple-play (Television, Video-on-demand, Internet services, voice and video phone) services for its subscribers. The new IP/MPLS-based networking system has been designed to meet NewNet's growth and capacity requirements for the next 10 years.

"NGN networks provide the opportunity for operators to take a market lead when it comes to services subscribers want today," said Yossi Ben-Harosh, CEO of Telrad Networks. "Telrad's maintains the unique ability to launch entire networks in a matter of months, per customer specifications, and with carrier-grade reliability. We recognize that our customers need the networks up and running quickly, customized for their specific needs."

"The successful IPTV deployment puts NewNet ahead of its competitors in the market," said Amir Kandell, President of Telrad's Integrated Network Solutions Division. "Providing the flexibility that NewNet needed to implement these new services was a major factor in our partnership. Whenever you provide new services in an emerging market, there are bound to be some last-minute changes during the project implementation. Telrad is an expert in providing immediate, working solutions."

ABOUT TELRAD NETWORKS LTD.: For service providers in developing markets who want to provide quadruple-play, next generation, or other IP-based telecommunications services, Telrad Networks provides system integration and reliable products.

Telrad is focused on providing dedicated, trustworthy and robust solutions and service to emerging markets and small and mid-sized operators and service providers. Telrad is a privately-owned company founded in 1951.

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