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**Iwatsu ICON Series Released**

**New Business Telephones feature Bluetooth™ Integration**

**Irving, TX, (September 10, 2008)** — Iwatsu Voice Networks (IVN), a provider of voice processing solutions and equipment, has announced the release of a new line of business telephones, the Iwatsu ICON Series. IVN, an industry pioneer with 70-years' telecommunications product development experience, has taken a decidedly new approach with the Iwatsu ICON Series. Unlike past development projects that focused on building on the foundation established by existing products, IVN set out to re-validate every aspect and feature of a business telephone with the new design. Months of research, design studies and user trials were conducted with specific attention paid to the requirements and actual usage patterns of the small-to-medium sized business user.

This analysis resulted in new user-oriented features of the Iwatsu ICON Series including self-labeling feature keys that makes feature operation more accessible and intuitive for the user. Also new to the station are a scrolling Ticker Field Display (TFD) feature that displays customer-specific information from the web on the station LCD, and an industry-first fully-integrated Bluetooth™ headset interface for increased mobility in the office.

Iwatsu's Bluetooth™ integration allows users to pair the same headset used with their cell phone with an Iwatsu ICON Series telephone. Results of end user testing have rated the voice quality on the new station's Bluetooth™ connection as exceeding that of cell phones. Unique to the industry is the fact that Iwatsu's Bluetooth™ interface is internal to the phone. This is unlike competitors that today offer only bulky external Bluetooth™ adapters at a substantially higher price than the Iwatsu solution.

Another unique Iwatsu feature is the scrolling Ticker Field Display that allows users to view information from the internet through their phone. For example, information as generic as weather reports or stock quotes to business specific information such as sales results or customer data are programmable to scroll across the Iwatsu ICON Series' telephone display.

Although new features were a focus, IVN research indicated that users were not drawn to "features just for features' sake" according to Michael Marchioni, IVN VP of Product Management. "During the initial usage studies we heard people complain about the appearance of business phones they used," said Marchioni. "When asked what they would change, we heard comments ranging from, "The phones in my office *look* complicated to use," to the simply stated, "I'd like a phone that just looks good sitting on my desk." Because of responses like those we

decided to take a serious look at the aesthetics of the phone and how that impacts the person using it.”

Participants in the design process with IVN appear to be thrilled with the results.

According to IVN President, David Carissimi, “When the design process for the Iwatsu ICON Series was first set into motion it was done so with lofty goals. We wanted a business phone that would push the technological envelope without becoming complicated to use. During our research it became apparent that an important part of delivering that would be making a station that looks as attractive as it sounds.”

Four Iwatsu ICON Series models will be released between now and the end of the year. These sets range from the entry level IX-5800 with a 2-line display and full-duplex speakerphone to the flagship IX-5930 executive model with a 15-line LCD that is navigated with self-labeling keys.

#### **About Iwatsu Voice Networks**

Iwatsu Voice Networks (IVN) provides business communications solutions to small and medium-sized businesses (SMB). The Iwatsu Enterprise Suite provides cost-effective call processing, unified communications, speech recognition, call reporting, in-building wireless, 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. For more information, contact IVN at (800) 866-6342 or visit [www.iwatsu.com](http://www.iwatsu.com).

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