

# Press Release

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## Iridiacom launches website dedicated to BOS VoIP Claro Gateways

**Iridiacom**, the Hertfordshire based VoIP equipment distributor and UK partner of B.O.S. (Better Online Solutions Ltd) has launched a dedicated, independent website providing detailed information on the Claro VoIP Gateway product range. Iridiacom were appointed the exclusive Distributor for the BOS range of VoIP Claro Gateways in the UK and the Republic of Ireland in June 2005.

VoIP Gateway technology provides the ability to connect telephone calls between sites over both public and private data circuits, achieving high quality voice calls at zero cost. BOS gateways act as the central pipeline in the system, transparently routing calls along the path of least cost. These gateways integrate seamlessly with existing infrastructure to provide the least disruptive means of migrating to advanced telephony technology. For end users, this means no change in their familiar work environment and this in turn translates into a more affordable and attractive investment for enterprises.

Iridiacom has demonstrated its commitment to and confidence in the BOS range by producing and maintaining a new website dedicated to the Claro product family, to be found at <http://www.boscom.co.uk>. Alongside Iridiacom's corporate website, <http://www.iridia.com>, the site provides dealers with detailed product information, support and downloads. It also offers access to technical support information maintained by BOS as well as the Iridiacom online knowledge base. "We are very excited at the prospect of distributing the BOS product range - the products are robust and are well proven in the VoIP arena throughout the world," says Alan Doyle, Managing Director of Iridiacom.

"Adding the BOS gateways to our product portfolio supplements our existing offerings. BOS gateways are vendor independent and provide cost effective VoIP to any user regardless which telephone system they use. Together with H.323 protocol, the gateways support SIP which means they can be deployed as remote trunks in a truly distributed VoIP offering. The addition of the BOS range demonstrates that Iridiacom is a leading value-adding distributor with a well thought out portfolio."

Iridiacom will be working with BOS to distribute Claro VoIP solutions across a range of industry sectors, as well as targeting new business prospects via an established network of telecoms dealers and maintainers. Alan suggests that the market for VoIP is now starting to mature, with greater awareness among customers of the benefits and cost savings to be gained from voice applications in the IP network.

BOS Claro VoIP Gateway Solutions are designed for the enterprise market and OEMs as a cost effective and reliable option for small businesses requiring just a few connections through to mid-sized organisations with hundreds of connections. The Claro range consists of Claro-to-Go, the PC to telephone adaptor, Claro 2000, the IP telephony gateway for cost-saving convergence, the Claro 3000 to ensure automatic choice of best voice connection and finally Claro 3031, ideal for moving a small office up to converged services, transforming any two-line analogue office telephone system into a feature-rich converged voice/fax/data communication network.

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### About BOS

BOS ([www.boscorporate.com](http://www.boscorporate.com)) which is traded on the NASDAQ (NASDAQ: BOSC) and on Tel-Aviv stock exchange (TASE: BOSC), was established in 1990. It develops and markets three types of products:

- A communications products line provides innovative VoIP and cellular gateways solutions to companies and organizations;
- A connectivity products line provides the BOSaNOVA connectivity solutions from IBM iSeries computers to personal computers, thin clients and browsers
- Software utilities products line provides solutions for the design, distribution and management of documents for a range of operating systems, including mainframe, iSeries, Linux, UNIX and for various enterprise applications – ERP, CRM, Financial and Healthcare applications.

In addition BOS supplies electronic and RFID components and technology design services through the ODEM Division, based on Odem Electronic Technologies 1992 Ltd in which a controlling stake was also recently acquired.

### About Iridiacom

Based in Harpenden, Hertfordshire, IRIDIACOM LTD are a UK distributor of VoIP business communication products. Iridiacom is structured to sell via an approved nationwide network of dealers and maintainers. Iridiacom supply an expanding range of telecoms products, applications and hardware from vendors including Swan Solutions Ltd, Oak Telecom and BOS. For more information, visit [www.iridia.com](http://www.iridia.com)