

CASE STUDY: TRADINGLAB AND AETHRA VIDEOCOMMUNICATION SYSTEMS

Customer interviewed: TRADINGLAB®

Services Used: Multivideo/audioconferencing, videostreaming

Every Monday, at 5pm, TRADINGLAB®, the bank specialised in the conceiving, producing and market making of innovative products for Personal Finance, organises virtual meetings between internal company managers and financial advisors. A total of more than 60 people in multiaudio/multivideoconference and videostreaming comment live on the week's financial news.

Thanks to Aethra Videostreaming Teleriunione® it is possible to access all the financial information provided by Radio Finanza, the TRADINGLAB® service in www.tradinglab.com

Radio Finanza lasts 30 minutes and provides all the important information about movements in the financial markets.

Futhermore the service offers the opportunity to receive the same information without having to connect to the Internet but simply by using the phone, saving time accessing the information, thanks to the Aethra.net multiaudioconference service.

With this service, the time it takes to gain access to news is considerably accelerated, allowing an overall improvement in information flow in the work place, where speed can be a determining factor in achieving efficiency and competitiveness. This is exactly what happens with TRADINGLAB®. The company has been using the Aethra.net multiaudioconference service for two years and, since last December has been combining it with videostreaming to provide financial services.

Aethra.net, the company of the Aethra Group specialised in multiaudio/multivideoconference services, provides the streaming and manages the spread of the link over the Internet. This is one type of service currently being offered by Aethra.net. For over a year it has run Videostreaming Teleriunione® services for various companies, providing total interaction with the virtual meeting in real-time, thanks to Instant Messenger, and also permitting pre-recorded meetings to be seen by visiting the site www.aethra.net.

Aethra

Aethra occupies a leading position in the telecommunications market around the world: it has installed over 110,000 videoconferencing systems and sells its products through more than 40 telephone companies world-wide. The company develops, manufactures and markets a wide product range in the telecommunications sector: from ISDN and xDSL products, videocommunication systems and audioconferencing solutions to the management of audio, video and data services. This wide range has always distinguished Aethra in the telecommunications industry world-wide, reflecting its capacity to develop cutting-edge technologies. Aethra's 30 years' experience and its success in this market have resulted in the company's international presence in over 60 countries.

For further information: www.aethra.com

TRADINGLAB®

TRADINGLAB® is the bank specialised in the conceiving, producing and market making of innovative products for Personal Finance (such as Covered Warrant, Benchmark, Range®, Pick Up and Obligation Funds, FX and Equity-Linked). These financial tools can be purchased by investors through their own bank or SIM, as they are listed on the stock market and on the global electronic market TLX®, that TRADINGLAB® created and organised. With the objective of offering Italian and foreign investors all the information they need we have created a universal unit of measurement for portfolio management, the KILOVAR® We also edit specialised publications such as the magazine MyMoney and the newsletter STRIKE!, 7 P.M.,7DAYS. A highly specialised customer assistance service is always ready to help investors from all banks before and after the purchase of financial products.

For further information: www.tradinglab.it

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