



**CASE STUDY:  
AETHRA® VIDEOPHONE SYSTEM FACILITATES  
GOVERNMENTAL MANAGEMENT IN THAILAND**

**The customer: The Secretariat of the Cabinet, Bangkok, Thailand  
Video communication system: Maia® Videophone**

In order to be effective, communication must be both convenient and immediate. This is especially the case for government officials who not only need to interact with offices abroad efficiently and effectively, but for whom it is also essential to make important decisions quickly, sometimes immediately.

With this aim, Aethra's "Maia" videophone was installed in the office of the Secretariat of the Cabinet in Bangkok and in offices of cabinet ministers and executive government officers in provincial areas, by Telesat Corporation Co. Ltd, a professional system integrator in ICT in Thailand.

The Aethra videophone provides government officials with an effective tool for improving governmental management significantly. The Prime Minister uses the system to consult with his advisors and communicate with officials in a completely interactive way. Furthermore, in emergency situations it is very convenient for him to contact any governor in the provincial areas in order to solve urgent problems such as flood tides and public unrest.

The videophone is the ideal solution for executive offices, small offices home offices (SOHO) and for one-to-one communication. It is a compact system, which fits perfectly into office environments thanks to its stylish Italian design. In addition to its small footprint, Aethra's videophone is both easy to install and use. The Maia line of videophones can be connected to an external document camera to share information (faxes, letters etc.) and even objects, as if the participants of the virtual meeting are in the same room. Using a TV set, it is also possible to enlarge the number of participants at the meeting, for group sessions.

**About Aethra**

Aethra ([www.Aethra.com](http://www.Aethra.com)) is a leader in the global telecommunications market, with distribution of its leading-edge products through more than 40 telecommunications carriers worldwide. The company develops, manufactures and markets a wide range of high-performance telecommunications products, including ISDN and xDSL products, video communication systems and audioconferencing solutions, and management solutions for audio, video and data services in over 60 countries. These exceptional products have distinguished Aethra as a leader in the telecommunications industry worldwide for over 30 years, reflecting its expertise in bringing cutting-edge communications technologies to market.

For more information, please visit the Aethra web site at [www.Aethra.com](http://www.Aethra.com)  
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