



## CUSTOMER SUCCESS STORY

### Aethra Video Communication Connects Max Elektronik SA

Max Elektronik engineers, builds and delivers advanced IT systems including proprietary software, as well as computer hardware and network hardware. The company also offers comprehensive installation, implementation and user training services. Max Elektronik is part of the EMAX group, one of the largest integrators of computerised systems in Poland.

Driven by the need to render communication with its sister companies easier and more cost-effective, in 2004 the company decided to implement video communication technology. From its headquarters in Zielona Gora, Max Elektronik is able to communicate on a daily basis with the Emax headquarters in Poznan and the WINUEL head office in Wroclaw. Thanks to the videoconferencing system, the company is now able to take part in meetings, and to organise and participate in training courses without incurring any travel and associated costs. Connections take place in a variety of configurations, from point-to-point meetings to multipoint sessions when all the partners in the EMAX group meet together.

Prior to implementing videoconferencing, staff at Max Elektronik would either use standard telephony or would have to travel, with the obvious cost and logistical implications. Video communication has therefore proved beneficial by helping the company make savings on costs, time and loss of productivity as well as improving communication methods.

The Aethra video communication system chosen by Max Elektronik SA is the Vega Star Silver-E. The reasons behind their choice of system include easy to use functionalities and the effective range of collaborative applications, such as file sharing and PowerPoint presentations. Aethra's Vega Star Silver range of high-quality set-top systems are perfect for medium and large-sized videoconferencing sessions requiring enhanced audio and video quality.

Max Elektronik SA	Aethra
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