



## CUSTOMER SUCCESS STORY

### Cutting-edge Technology and Fine Art Make the Perfect Combination

#### *Italian art critics appraise paintings in Argentina via videoconference*

The Italian art dealer, Agorarte represents a new perspective for the world of contemporary art, offering a new approach for both the artist and the client. From young emerging artists to affirmed masters, both Italian and International, Agorarte offers its clientele a wide variety of artwork. The company certifies the authenticity and origin of every piece, selects artists through a group of experts and puts highly experienced art advisors at the disposal of their clients.

As part of its commitment to offering works of art of the highest quality, Agorarte works closely with emerging artists from South America, in particular Argentina. This collaboration necessitates frequent contact between the artists working in Argentina and art critics based in Italy. Conventional appraisal and consultation methods however, proved extremely costly and inconvenient in terms of travel expenses and fees, and the availability of consultants and experts. In the belief that the relationship with the Buenos Aires-based artists was crucial to their business activities, Agorarte decided to look for a way of maintaining contact between artists and critics while at the same time avoiding the travel related problems and costs.

Video communication is the ideal tool for Agorarte's communication requirements, but initial negative experiences with complex and expensive systems failed to provide the advantages the company required. Intent on using video communications to provide its clients with a professional service, in 2003 the company turned to Aethra SpA ([www.aethra.com](http://www.aethra.com)), a leading provider of videoconferencing solutions with over 30 years' experience in the communications industry and specializes in providing sector specific solutions. Through its parent company Camuzzi International – a holding active in various areas of the trade and services sectors -, Agorarte chose to rely on Aethra technology thanks to the excellent price-performance ratio and ease-of-use of its videoconferencing solutions, and for the excellent after-sales assistance provided.

Agorarte now holds between two and three videoconferences a week, each one lasting up to an hour, in which critics based in Milan are able to meet face-to-face with artists in Buenos Aires. During the virtual meetings the critics are able to make real-time appraisals without having to leave Milan.

The most obvious benefits to the company can be seen in terms of greatly reduced travel and related costs, but there are also a number of other advantages. The immediacy that video communication technology brings to the business means that appraisals can be organized and carried out at short notice and for ad hoc situations, making a notable contribution to increased productivity. Thanks to this technology, the company has also been able to improve integration and collaboration between working groups located in Italy and Argentina.

For its videoconference valuations Agorarte uses the Aethra videophone Maia Star, praised by users for the combination of easy to use functions and stylish design. Connecting over the IP network, the conferences are held at transmission rates of 384 kbps, guaranteeing that both the audio and video quality during videoconferences are excellent. Designed for individual communication, the Maia Star features a high-resolution LCD video display, which is ideal for private discussions. When a larger number of people are involved in meetings or discussion, Agorarte simply connect the Maia Star to a large 42" plasma monitor.

Camuzzi International	Aethra SpA
<a href="http://www.camuzziinternational.it">www.camuzziinternational.it</a>	<a href="http://www.aethra.com">www.aethra.com</a>
Marco Zanoni	Jenny Flack
Tel: +39 335 5827573	Tel: +39 071 2189 745
marco.zanoni@camuzzigroup.com	jenny.flack@aethra.com