

**Worldwide Partner Conference
24-27 October 2007
Crowne Plaza Stabiae, Sorrento**



For Immediate Release

THE AETHRA WORLDWIDE CONFERENCE 2007: THE AESTHETIC EXPERIENCE

*Aethra celebrates its 35th anniversary and illustrates its new company philosophy:
making technology a sophisticated experience
through Italian design, style and elegance*

Ancona, Italy, 25 October 2007 - Aethra® SpA, a leader in the global telecommunications market, today kicked off its 2007 Worldwide Partner Convention, with a new corporate philosophy summed up in the payoff conceived specifically for the event – Aethra: **The Aesthetic Experience**. During the convention held in Sorrento from 24-27 October, Aethra is presenting new and restyled products, all reflecting the new company philosophy dedicated to Italian design.

The focus on visual impact extends beyond the Aethra product line, with the presentation of **the new company image**, which focuses on a new branding strategy and includes the launch of a new logo and new corporate identity.

This year's conference is also a **celebration of 35 years of Aethra** leading the way in the telecommunications and video communications sectors, the longest in the industry. The experience and know-how accumulated over this significant period will play an important role in the company's new identity and strategy by adding value to a complete selling experience.

Aethra has always been an advocate of innovative technological content and its product line continues to provide the best performance-price ratios on the market. With its new branding strategy, Aethra is now focusing more closely on the **design** of its product line, and is concentrating on emphasizing the Italian style and elegance that distinguishes our products from the rest. The new products from Aethra bear the marks of prestigious Italian designers (from Paolo Villa to Michele De Lucchi).

Leading the way in terms of design and elegance is The Voice Limited Collection – a restyling of The Voice professional audio conferencing system. The Convention 2007 will see the unveiling of a brand new series of The Voice: the EVA Collection, with unique hand-painted models.

Finally, with regard to the products being presented during the Worldwide Partner Meeting 2007, the conference also sees the launch of the brand new Aethra Videophone, Maia XC: the epitome of Italian elegance and style with its linear and functional design. Restyling also for the Vega line systems, X3 and X5 with the new look, Aethra designed camera head, providing clarity of image and optimum functionality, while remaining aesthetically in line with the corporate philosophy.

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