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For Immediate Release

MAIA XC: TECHNOLOGY AND DESIGN FOR IP TELEPHONY FROM AETHRA

Texas Instruments core technology and Paolo Villa design for the new professional video communications system from the Italian videoconferencing leader

Ancona, Italy – October 25, 2007 -- Aethra® SpA, a leader in the global telecommunications market, today launches the next generation videophone Maia XC at its Worldwide Partner Convention 2007.

Elegant design, excellent quality and professional communication are the main characteristics of this new audio, video and data solution. Created expressly by Aethra for Small and Medium Businesses, the system can be singled out for its superior quality video, thanks to its camera and 7" TFT LCD 16/9 screen, with 800x480 resolution.

As the main trends in professional videoconferencing move away from the boardroom to the desktop, Aethra introduces its new all-in-one solution that combines professional videoconferencing features with IP telephony. The system in fact also offers Internet browser, email, instant messaging and photo viewer, providing a versatile communication tool capable of improving business practices, reducing costs, enhancing relationships, and allowing more flexible time management.

Conceived as a videophone offering maximum connectivity and flexibility, the Maia XC has been designed for use as a standard home phone, for cost-saving IP telephony thanks to easy integration into existing hosted services and IP PBX platforms, as well as for high-quality professional video communication.

The new Aethra system has a refined and essential design, which adds value to the product, well beyond its technological features. The Maia XC was in fact designed by Paolo Villa Design, a highly consolidated industrial design company, responsible for the creation and innovative styling of products, which have received awards in Italy and abroad as well as recognition on an international level.

Maia XC thinks green: using video communication technology to cut business travel, results in significant reductions in associated CO2 emissions, and makes an important contribution to saving the environment.

Maia XC FOR FAMILY

The next generation videophone from Aethra combines telephony features and high-resolution video with the typical functions of a PC. Working from home or away from the office is now easier and more stimulating experience. Thanks to a wireless connection, it is possible to surf the net and read emails from just about anywhere. Its 7" LCD screen ensures outstanding image quality. Lightweight and compact, the Maia XC is the new video communication tool to take wherever, whenever.

Maia XC FOR BUSINESS

Efficiency, quality and speed of communication over distance – Maia XC, Aethra's new all-in-one solution is the complete, reliable tool that can help improve how you do business. Reducing costs, improving relationships and more flexible time management are just some of the advantages offered by Maia XC. The system combines professional videoconferencing features with IP telephony, Internet browser, e-mail, instant messaging and photo viewer.

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