



CUSTOMER SUCCESS STORY

Hamburger Evron & Co. Chooses Aethra Visual Communications Technology
Prominent law firm in Israel improves communications with clients abroad

Hamburger Evron & Co. is one of the most important law practices in Israel, specializing in an extensive range of high level services including real estate, corporate, banking and telecommunications. Since its establishment in 1928, the firm has gradually evolved into a highly diversified practice with a fundamental role in numerous high profile legal matters and cases in Israel. The firm of 31 lawyers and an extensive management and administrative staff also has an international department working on overseas legal matters.

Prior to implementing a video communication system the practice relied on audio only conferencing to communicate with clients abroad. However, with the growing necessity to add a visual perspective, audio-only was becoming increasingly unsatisfactory. Therefore in 2005, the practice took the decision to purchase a video communication system to enable them to carry out truly effective remote meetings with their clients abroad. Thanks to Aethra's long experience in the telecommunications field and its worldwide reputation for providing high-quality systems, the firm purchased an Aethra videoconferencing solution through Naotech, Aethra's partner in Israel specializing in audio and video communication systems.

The firm chose a high-performance Aethra set-top solution because it was recommended to them as one of the best Video over IP systems. The firm now connects using their Aethra system to hold meetings on a regular basis. The staff is particularly pleased with their solution not only because it is user-friendly, but also for the fact that it enables the firm to exchange detailed images, such as maps. The company has also seen some of the more obvious benefits of visual communications: since implementation of their Aethra system, the firm has increased the efficiency of its meetings, while saving both time and money.

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