

**For immediate release**

## **VIDEO COMMUNICATION ANYWHERE, ANYTIME:**

### **NEW AETHRA SERVICE PROVIDES VIRTUAL MULTIMEDIA OFFICES**

*From the integration of products and services emerges a unified and integrated ad hoc service for SME and SOHO environments*

**Ancona, Italy, 12 December 2007** - Aethra<sup>®</sup> SpA, a leader in the global telecommunications market, today announced its new service, which enables users to connect in video communication and to exchange audio, video and data from anywhere, at anytime, using any kind of video communication terminal.

Through the creation of virtual work spaces, Aethra provides professional tools to strengthen communication capabilities and increase performance and productivity.

The new service differentiates itself in the marketplace thanks to Aethra's complete and synergic video communication range. In addition to its cutting-edge products, the range also includes multi-videoconference management services, which are able to create and manage multiconference sessions between PCs and any kind of video communication system, whether traditional IP/ISDN systems or 3G UMTS mobile videophones.

*"We are the only video communication manufacturer to offer integrable products and services, which are created and managed entirely by us through our Service Centre. And it doesn't end there: the level of integration that we are proposing even includes UMTS mobile phones",* points out Marco Viezzoli, Aethra CEO. *"We are in fact targeting the development of innovative video communication services. Over the next few months, we believe that interesting new projects will arise, in both the public and private sectors, which could result in Aethra undertaking new partnerships with firms leading the way in sectors directly involved in new integrated services",* concludes Marco Viezzoli.

Created expressly for SME and SOHO environments, the new service from Aethra, **Meet/In Rich Media**, offers businesses the possibility to communicate interactively with employees, partners and suppliers, anywhere in the world by creating a **"virtual multimedia office"** in which to "meet" easily and to exchange audio, video and data.

The solution allows high-quality communication tools to be used and installed with maximum simplicity, and at accessible costs. Furthermore, the service offers the added guarantee of Aethra's experience and know-how in professional video communications. All the company's solutions are also available through its network of qualified partners, who work with Aethra to identify and provide the right solutions for its customers.

#### **Aethra S.p.A.**

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## **Meet/n Rich Media: Additional information**

### **What's new**

Take advantage of a mixed multi-videoconference service, where users can connect via professional video communication systems or via PC and webcam, for extensive multi-point networks (up to one-hundred users in video communication contemporarily).

### **How the virtual office works**

Every location or user who wishes to join the professional video communication network needs a PC with webcam, or a mobile videophone or a professional video communications system. Then just subscribe to the **Meet/n Rich Media** service, download on all PCs a simple to use and install software from Aethra, and all the mobile videophones, PCs and professional Aethra VC terminals, can enter in a videoconference, involving up to one hundred users simultaneously.

### **The advantages of the **Meet/n Rich Media** service**

**Meet/n Rich Media** is the perfect solution for SME and SOHO environments, which can take advantage of a complete video communication and webconferencing service, provided at reasonable costs. Connect tens of users equipped with PC and webcam in videoconference for an unlimited time period, with an entirely managed multi-videoconference service offered by Aethra.

**Meet/n Rich Media** is simple and effective: with just a PC and webcam, the service allows you to video communicate from any location, be it a hotel room or airport lounge.

### **About Aethra®**

Aethra ([www.aethra.com](http://www.aethra.com)), a leader in the global telecommunications market, develops, manufactures and markets a wide range of high-performance products including video communication solutions, audio conference systems, networking test equipment and products for ISDN and xDSL networks, as well as multi-conference audio-video-data service management. These exceptional products have distinguished Aethra as a leader in the telecommunications industry worldwide, reflecting its expertise in bringing cutting-edge communications technologies to the market: for FY 2006, Aethra's turnover reached \$114 million. Aethra is currently present in 65 countries with its own network of partners and sister companies and has offices in Milan, Rome, Miami Sao Paulo, Mexico City, London, Madrid, Paris, Shanghai, Shenzhen, Beijing and New Delhi.

Founded in 1972, Aethra received the international award "Videoconferencing Company of the Year 2006" in this its 35<sup>th</sup> year in the telecommunications industry.