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For Immediate Release

Best Videoconferencing Endpoints of 2007: Aethra Wins with Maia XC and Vega X7

Aethra HD visual communication system and multi-functional videophone Maia XC receive recognition from web-based industry newsletter Videoconferencing Insight

Ancona, Italy, -- 28 January 2008 -- Aethra SpA, a leader in the global video communication market, today announced that its industry experience, technological know-how and customer-oriented strategies have resulted in new recognition from leading industry newsletter, Videoconferencing Insight. The Maia XC videophone and Vega X7 High Definition visual communications system were judged among the ten best new videoconferencing endpoints of 2007 by Videoconferencing Insight, www.vcinsight.com, internationally recognised as one of the top authorities on the world video communications scenario since 1996.

Maia XC is Aethra's all-in-one solution, combining professional videoconferencing features with IP telephony. The Maia XC also offers Internet browser, email, instant messaging and photo viewer. In motivating his choice, Videoconferencing Insight Editor, Richard Line explained "Maia XC can be viewed as a much more versatile communication tool than a traditional videoconferencing system. It is a videophone offering maximum connectivity and flexibility and as with all Aethra products the performance is high at a favourable price".

Aethra's Vega X7 HD system was also listed among the top 10 endpoints. Videoconferencing Insight based its choice on four particular plus points of the system: its optimization for 720p video on 16:9 screens at 768 Kbps (with the possibility to connect in HD at just 512 kbits/s and a possible move to a 1080p solution in the future), the 9-site mixed mode (ISDN, IP-H.323 and IP-SIP) MCU with convenient dial-out and dial-in (Meet Me) configuration, a third-party HD camera and long-reach video input (HD-SDI) i.e. with a broadcast interface that allows codecs and cameras to be positioned tens of meters apart.

"We are delighted to receive such recognition from an industry newsletter as well-respected as Videoconferencing Insight", declared Marco Viezzoli, CEO of Aethra. "For us these awards are particularly significant as the Vega X7 and Maia XC are the most recent examples of how we at Aethra set out to design video communication solutions expressly to meet customer requirements. With the development and continued evolution of the Vega X7, Aethra is in-step with current trends and the migration of customers to HD. The Maia XC on the other hand is a clear example of how Aethra is continuing to provide affordable solutions for SMEs and home offices, solutions which combine the advantages of videoconferencing with the cost-effectiveness of IP telephony and the convenience of a built in email client and web-browser", concludes Mr. Viezzoli.

For more information about the Videoconferencing Insight Awards: <http://www.vcinsight.com/?menuID=100>

About Videoconferencing Insight Newsletter

Videoconferencing Insight is a well established newsletter for the user of video and unified conferencing systems which has reported on the industry from a user perspective since May 1996. To increase access to the Newsletter, Videoconferencing Insight became a webzine in August 2002. It is published on Wednesday of each week at www.vcinsight.com. It is accessible free of charge thanks to generous support from sponsoring companies including: Aethra, BCS Global, EyeNetwork, RADVISION, Sony, and TANDBERG.

In addition to the user application case studies, interviews and industry news published weekly, the web site contains a reference data bank of 400 user applications in 25 user vertical categories such as manufacturing industry, financial services, hospitals, telemedicine and education. Potential users of videoconferencing are invited to examine these case studies in order better understand the benefits of using videoconferencing for themselves.

About Aethra®

Aethra (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 multiconference 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, Hong Kong, Shanghai, Shenzhen, Beijing and New Delhi. Founded in 1972, Aethra received the international award "Videoconferencing Company of the Year 2006" in January 2007 its 35th year in the telecommunications industry.

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