

**For Immediate Release**

## **Aethra Appoints New Plant Supervisor in China**

*Leading company in the Videoconferencing and Telecommunications Sector announces new strategic post in the expanding Chinese market*

**Ancona, Italy, -- 10 March 2008 --** Aethra SpA, a leader in the global video communication market, today announced to the press the appointment of Mr. Valerio Percoco as new supervisor for Aethra's China-based activities. Aethra established its presence in the Chinese market in 1998 and today the Italian company is present with its own production plant in Shenzhen, and branch offices in Shanghai and Beijing.

As part of Aethra's global strategy for the China and APAC regions, Mr. Percoco is based at the Aethra Technology production plant in Shenzhen. In this new role Mr. Percoco is responsible for all Chinese production and repairs, is the point of reference for Aethra SpA in Shenzhen, and is the company interface for the APAC market.

Mr. Percoco has matured professional experience in the production sector both in Italy and abroad, and already has significant experience living and working in China.

Prior to joining Aethra, Mr. Percoco was Supplier Coordinator and Export Manager for the Chinese Trade & Broker Company, ESAP China. Before that he was covered several positions at VIS S.p.A in Ancona, culminating in the position of Production and Foreign Purchasing Manager. Prior to that he worked for SAIPEM S.p.A. part of the ENI Group.

Valerio Percoco has a degree in Mechanical Engineering from the University of Genoa and an M.B.A from the Bocconi University in Milan, one of Europe's leading business and economic institutions, which has been ranked among the top 20 best business schools in the world by The Wall Street Journal. (Source:[http://en.wikipedia.org/wiki/Bocconi\\_University](http://en.wikipedia.org/wiki/Bocconi_University)).

China is a strategic market for the videoconferencing industry, accounting for over 40 percent of total revenues in the APAC region, a market which was worth \$208.8 million in 2005. The recent fall in prices per unit has stimulated renewed interest in videoconferencing as a cost-effective business tool and China will continue to be a major growth engine for the next few years. (Source: *Asia Pacific Market Insights: The Asia Pacific Videoconferencing Market – Where Lies the Opportunities? – Frost & Sullivan – August 2006*)

According to a recent study into the demand shifts in China's Visual Communications Market, Local market trends and the advent of high-definition video conferencing, telepresence, and unified communications are fueling record growth in 2007 and will result in \$250M USD market by 2012. (Source: *Visual Communications in China: Navigating the Crossroads, Wainhouse Research, December 2007*).



### **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 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, 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.