



Press Contacts:  
Francesca Galeazzi  
+39 071 2189 742  
francesca.galeazzi@aethra.com  
Jenny Flack  
+39 071 2189 745  
jenny.flack@aethra.com

**For Immediate Release**

## **AETHRA AT WAINHOUSE RESEARCH COLLABORATION SUMMIT BERLIN 2008**

*Thinking Beyond Technology: Aethra presents its innovative new approach to Videoconferencing during the premiere industry event for the conferencing and collaboration community*

**Ancona, Italy, 18 March 2008** - Aethra® SpA, a leader in the global telecommunications market, today announced it is taking part as a Gold Sponsor in the Wainhouse Research Collaboration Summit to be held in Berlin from 8-10 April 2008.

During the premiere industry event Aethra presents for the first time at international level, its new Videoconferencing vision. From a new corporate identity and brand image, to a radical and distinctive company philosophy, Aethra intends to revolutionize the perception of video communication on a global scale.

Aethra has chosen the Wainhouse Research Collaboration Summit as the event is dedicated to exploring all aspects of conferencing and collaboration technologies and solutions, focusing on new trends and the latest technology on the market. In particular, the 2008 Berlin event focuses on new developments in visual communications, the latest solutions for unified collaborative communications and emerging technologies and solutions in both the product and services space. The event brings together speakers from corporate and government enterprises to share their real-world experiences and future plans, WR analysts speaking on key technology and market trends, and select thought leaders presenting their views on the future of collaboration. In addition, the Wainhouse event will feature, exhibition areas and workshops from the leading international videoconferencing companies.

Entitled 'Thinking Beyond Technology', the Aethra workshop is dedicated to its new approach to Videoconferencing. "We have passed the point where just the technology is good enough for business applications. It is time to think about style and making a statement with conference room design" declared Marco Viezzoli, Aethra CEO. "The charm of Italian Design is revolutionizing the videoconferencing industry and creating a new emotional experience that transcends the traditional paradigm of legacy equipment". The Aethra workshop introduces the pleasures of living environments offering Rich Collaborative Services, and extreme ease of use.

From desktop videoconferencing to luxury telepresence, enjoy thrilling multimedia collaborative sessions, delivered by a powerful UC engine interoperating with industry standard platforms like IBM and Microsoft architecture.

The workshop also includes a live demonstration of the Desktop Server integrated with the company's new, high-styled Rollabout and the benefits of Aethra.net services.

For further information: <http://www.wainhouse.com/berlin08/>

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

Via Matteo Ricci 10, 60126 Ancona - Italy - Tel +39 071 21 89 81 - Fax +39 071 88 70 77 - Video +39 071 2189701 - [www.aethra.com](http://www.aethra.com)

Contact Centre: Tel +39 071 21 89 800 - Video +39 071 21 81 412 - [info@aethra.com](mailto:info@aethra.com)

C.F.-P.IVA-VAT IT/Ischr. Reg. Imprese AN: n. 00094260429 - R.E.A. Ancona 66041 - Cap. Soc. € 2.080.000 I.V.





### **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.