



**For immediate release**

## **Aethra to Raise Brand Profile in Japan through Agreement with AV leader Elmo Company Limited for the Distribution of Video Conferencing solutions**

*New business alliance between Italian video conferencing leader Aethra and Japanese manufacturer of optical and AV devices, Elmo Company Limited for the distribution of video conferencing products and the co-development of new technological solutions*

**Ancona, Italy, -- 23 June 2008** -- Aethra SpA, a leader in the global video communication market, today announced that it has established a business alliance with Elmo Company Limited for the distribution of the Aethra range of video conferencing products in Japan. Thanks to the new agreement, Aethra solutions will be distributed in Japan through Elmo's sales channel network with the aim of enhancing Aethra brand awareness and market share in the highly-competitive Japanese arena.

The reciprocal nature of the agreement means that Aethra and Elmo will also collaborate on the development of a sophisticated and powerful line up of Video Conference Solutions through the sharing core technologies.

Aethra has been utilizing the Elmo PTZ camera on its Vega X3 and X5 set top line since December 2007 and is confident that integrating the technology of the two companies will result in important developments, in particular for the Japanese market. By adding Aethra Video Conferencing systems to its own product portfolio, Elmo will use its present channels to reach Office Automation Equipment market where Aethra solutions are perfectly positioned.

The collaboration between Aethra and Elmo will also extend to technical aspects including the development of inter-system co-ordination between video conferencing systems and document and monitoring cameras, and for distance learning systems in the ICT field in the future.

Aethra and Elmo also plan to establish a new co-brand in the future.

Mr. Kiyoshi Takeuchi, President of Elmo:

"Based on this business tie-up with Aethra, Elmo plans to promote the new image solution business, integrating Aethra Video Conference System and our CVAS (Computer Assisted Visual Audio System) or our Document cameras, through domestic sales channels including Sanyo OA Group which we recently announced. We expect to grow this business to 1 billion yen annual revenue basis within the several years."

Mr. Marco Viezzoli, CEO of Aethra:

"As a leading company in the AV market, we feel that Elmo is the perfect vehicle for the promotion of the Aethra brand in the Japanese market. Japan is currently expanding fast in terms of video conferencing pick-up and we believe that this is the right moment to make this strategic alliance with Elmo".

According to figures from Wainhouse Research, revenues for room-based and executive videoconferencing systems in Japan rose over 5% from the first quarter of 2007 to the first Quarter of 2008, with the increase in units for the same period at 43%. (source: Wainhouse Research Industry Quarterly Report Q1-2008, May 15 2008).

**About Elmo**

Elmo is the leading manufacturer of optical devices and electronic AV appliances. Especially in the Visual Presenter industry, Elmo holds over 50% market shares in the world.

Since its foundation in 1921, Elmo has built a strong brand image of 'Safety' and 'Trust' and continued to develop High performance and High resolution products. Elmo has 3 overseas subsidiaries in the United States, Germany and Thailand.

Today Elmo's products are distributed through our partners in more than 80 countries.

Elmo is listed on JASDAQ stock exchange market in Japan.

**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.

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