

**For immediate release**

## **“Videoconferencing in Russia: state and development prospects” - Aethra Participates at the CNews Roundtable in Russia**

*News, views and market insight from industry experts and professionals during Russian roundtable covering current themes in the market for videoconferencing systems*

**Ancona, Italy, -- 24 September 2008 --** Aethra SpA, a leader in the global video communication market, today announced its participation at the roundtable “Videoconferencing in Russia: state and development prospects” held by marketing communications agency CNews Conferences and CNews Analytics on 9 October, 2008 in Russia.

Aethra is taking part in the event in collaboration with Emag ([www.emag.ru](http://www.emag.ru)), its partner and unchallenged leader in the distribution of high-quality telecommunications, networking, and electrical products in Russia and CIS.

Through in-depth debate the roundtable will provide insight into the videoconferencing market and in particular HD (High Definition) videoconferencing as a worthy alternative to long, tiring and costly travel. It represents a forum for the open discussion of problems and solutions regarding all aspects of video communication in the Russian market. The benefits and the unique features of videoconferencing technology in business applications will also be addressed thanks to a series of presentations by industry experts and professionals.

Aethra is participating in the roundtable with a presentation entitled ‘Video Supplies the Answer’. The presentation addresses the recent changes in the way videoconferencing is viewed by the market thanks to a greatly improved user experience achieved through excellent quality, and a greater sense of immersion and realism, the wider availability of bandwidth, and the migration to the desktop with room-desktop and fixed-mobile integration. It looks at market drivers from global business, cost-cutting, and quality of life to terrorism, the energy crisis and the environment. And provides an overview of the major industry trends in terms of new technology, new equipment, features and projects, including High Definition, Telepresence, and Unified Communications.

According to industry analysts Wainhouse Research, revenues for room and executive systems in Russia reached \$15.5 million for the first half of 2008, showing more than a 40% rise over the same period in 2007 (Source: Wainhouse Research Q2-2008 Videoconferencing Industry Report, August 12 2008).



### **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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