

**For immediate release**

## **Complete Communications Solution - New Maia XC Top: A Jewel in the Crown of Communications Technology from Aethra**

*New Maia XC Top, where cutting-edge technology meets sophisticated design:  
Videoconferencing, IP Telephony, Internet access, IM all encased in an elegant and  
multi-functional system*

**Ancona, Italy, -- 30 September 2008 --** Aethra SpA, a leader in the global video communication market, today announced the immediate availability of its new Maia XC Top videophone, the truly innovative all-in-one solution created expressly by Aethra for SOHO –Small Office Home Office - and Small and Medium Businesses, that offers professional video communications, IP telephony, Internet and email access, Instant Messaging and photo image management.

Maia XC Top guarantees the highest quality professional video communication, thanks to an integrated camera able to capture fluid moving images at 30 frames per second, and all images received are viewed on a 7" 16/9 screen. The display guarantees perfect vision of any image – still or moving – thanks to characteristics of absolute excellence: a luminosity of 350 cd, a wide visual angle and 800x480 resolution, making even the smallest fonts easy to read. Audio quality is optimal, a real plus point when compared with standard video-telephones, even when used in hands-free mode.

All features can be managed through the simple and intuitive graphic interface, also available in touch-screen mode. In addition, set up to 10 soft keys in order to have your favourite options at the touch of a button.

In addition to guaranteeing top quality professional video communications, for efficient and effective videoconferencing sessions, Maia XC Top offers much more: use it for IP Telephony, to navigate in Internet, to manage your emails, to chat using Instant Messaging programmes, or to create a personal photo gallery.

Maia XC Top offers a Wi-Fi option for video communications anytime, anywhere without having to connect a cable to the LAN. It also offers PoE (Power over Ethernet), allowing all the system's features to be used without the need for an electrical socket and its touch-screen option offers simple management of all functions and features through a highly intuitive graphic interface.

Maia XC Top is the epitome of flexibility and versatility, with exclusive made in Italy design by the highly consolidated industrial design company, Paolo Villa Design.

A unique eye-catching and prestigious solution, the Maia XC Top is available in elegant Shining Black, in Dark Anthracite, with soft touch effect, and in Woodland Green\* and Smoky Blue\*.

An all-in-one solution that supports the professional video communication protocols IP-H.323 and IP-SIP, and the telephone standards for PSTN networks, Maia XC Top can also be integrated with



VoIP-PBX exchanges. Completing the offer is a USB port, which allows convenient uploading of images as well as the possibility to connect to an external monitor; an ideal solution for optimizing multi-point videoconferences.

“Maia XC Top is a unique product on the market considering all the features it includes”, explains Elena Viezzoli, Vice President and Brand Strategy Director of the Aethra Group. “It is the ideal system for any business desk but also for all home-based environments: in fact with Maia XC Top our objective was to reach the SOHO market. With just a single system we offer a product with cutting-edge technology, which is also easy to use and elegantly designed. Maia XC Top was in fact designed by renowned architectural studio Paolo Villa, a consolidated name in industrial design”.

According to international analysts, video-phones like Maia XC Top are part of the Enterprise Personal Videoconferencing Products category along with stand-alone software and client-server software. Overall, over the next 5 years this category should grow at international level at a rate of almost 60%; in particular it is estimated that between 2008 and 2013 video-phone sales will grow at a rate of 63.5%: the market will reach a total value of \$210 million with units sales exceeding 350 thousand (Source: Wainhouse Research, Rich Media Conferencing 2008, Enterprise Videoconferencing Endpoints & Infrastructure, July 2008)

*\*on request for quantities exceeding 500 pieces*

#### **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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