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For immediate release

Made in Italy Design at InfoComm Asia 2008 with Aethra Video Communication Solutions

Aethra showcases its innovative videoconferencing solutions at the largest tradeshow for the professional audiovisual industry in Asia

Ancona, Italy, 5 November 2008 - Aethra® SpA, a leader in the global telecommunications market, today announced it is exhibiting its wide range of innovative video conferencing products at Infocomm Asia 2008.

InfoComm Asia 2008, incorporating InfoComm China 2008 will be staged in one of Asia's most prestigious exhibition address – the Hong Kong Convention & Exhibition Centre from 19-21 November 2008.

At booth # 7B2-02, Hall 7, Aethra is showcasing for the first time in the Asian market it's new and innovative rollabout systems, the Electra HD rollabout for telepresence and the unique modular solution Athena. Electra is the epitome of flexibility and versatility, with exclusive made in Italy design available in a range of elegant colours. Athena is customizable to individual requirements, from the choice of monitor to the type of set top, materials and colours as well as offering exclusive security technology and an ultra-slender and light-weight structure.

Also on show at the booth, Aethra's Unified Communications solution for professional collaboration between traditional video conferencing endpoints and portable PCs. Hydra is the unique desktop solution developed to provide a 'no limits' visual communications network. By extending the scope of traditional room-based video conferencing to integrate PC-based users, Hydra gives you complete freedom to join a multi-videoconference environment whenever, wherever. The only solution of its kind on the market to offer built-in network infrastructure for mixed-mode conferences and firewall traversal.

Among the other systems on show, the 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.

InfoCommAsia has brought together Asian buyers and global suppliers of information presentation and display technology since 1998. Its Integrated Systems series of trade exhibitions and educational seminars, first in Singapore and then in China, has provided the event organizer with extensive knowledge of the marketplace and a comprehensive database of market players in Asia. More significantly, the Asian Pro AV market has come to expect meaningful exchanges and

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learning at InfoCommAsia events. The company has gained recognition for its professionalism and dedication in delivering top rate technology and solutions to the Asian marketplace.

The biennial InfoComm Asia 2008 provides a trade platform for international suppliers to meet buyers from all of Asia and the emerging markets, while at the same time enabling Asian manufacturers to seek international trade representatives.

About Aethra®

Aethra (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 multi-conference 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 this its 35th year in the telecommunications industry.

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