



## **Aethra Signs Exclusive Distribution Agreement with Videoconference Solutions Inc. for its Video & Audio Communication Products throughout Canada**

*Aethra aggressively attacks the North American video communications market with new strategic agreement for the Canadian territories*

**Ancona, Italy, -- 26 January 2009** -- Aethra SpA, a leader in the global video communication market, today announced that it has signed a new agreement with Videoconference Solutions Inc. for the distribution of its entire video and audio communications product range throughout the Canadian market. Videoconference Solutions Inc. is a Full Service videoconferencing company providing video conferencing equipment and room rentals. Videoconference Solutions Inc. provides Videoconferencing technology integration of voice, video data and networking applications.

Videoconference Solutions Inc. now distributes the entire Aethra video communication suite, including the High Definition range: Athena, the new rollabout system unique for its original modular and customizable features, Electra, the exclusive rollabout for telepresence and the Vega X7 set-top, as well as the newly launched 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.

Mr. Sean Lynch, Owner of Videoconference Solutions Inc. said, "We believe that the Aethra product portfolio provides the Canadian market with a new dimension of communication solutions. Systems such as the Maia XC Top are unique in the marketplace and we are convinced that our customer base will appreciate not only the advanced technology, but also the sophisticated 'made-in-Italy'

"We are currently making significant inroads into important markets worldwide and view our new partnership with Videoconference Solutions Inc. as a fundamental milestone in this global expansion" explained Mr. Marco. Viezzoli, CEO Aethra. "We are certain that our uniquely designed, cutting-edge communications solutions combined with Videoconference Solutions market experience and extensive distribution network will soon lead to growth in both Aethra brand awareness and market share in Canada".

According to Industry analysts Wainhouse Research, revenues for room-based and executive video conferencing systems in Canada have increased by over 22% from \$17 in H1 2007 to \$20.8 in H1 2008. (Source: Wainhouse Research, Industry Quarterly 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.

**About Videoconference Solutions Inc.**

Videoconference Solutions Inc. is a Full Service videoconferencing company providing video conferencing equipment and room rentals in Toronto and Mississauga. Videoconference Solutions Inc. provides Videoconferencing technology integration of voice, video data and networking applications.

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