

**For Immediate Release**

## **A shower of Awards rains down on the Aethra's 2008 products from "Telepresence and Videoconferencing Insight"**

*Electra is the "Most Innovative Videoconferencing Product of the Year 2008" and Aethra enter in "The 12 Best Videoconferencing Endpoint Solutions of 2008" choice with even three products.*

**Ancona, -- 07 February 2009 --** Telepresence and Videoconferencing Insight, the well established newsletter for the user of telepresence, videoconferencing and video-enabled unified communication systems, has chosen Aethra Electra high definition videoconferencing roll-about solution, as *Most Innovative Videoconferencing Product of the Year 2008*. Electra is the jewel of Aethra, the Italian leader company in the global telecommunications and videoconferencing market.

"With superb HD codec and beautiful Italian Design, it is a major breakthrough in videoconferencing room system design" claimed Telepresence and Videoconferencing Insight to explain its choice.

The 2008 is been a prodigious time for Aethra: all the three new products launched during the year are awarded the prizes by Telepresence and Videoconferencing Insight. In fact, in the *Editor's Choice Awards for The 12 Best Videoconferencing Endpoint Solutions of 2008* there are three Aethra masterpiece: the Electra High Definition Videoconferencing System with superb design, the Athena High Definition Videoconferencing System with modular flexibility and the Hydra Desktop Videoconferencing Solution with a multipoint feature.

True to form, TP and VC Insight is spending the first part of the year to award prizes week by week to those products and services that excel in the video communication markets during the 2008: videoconferencing endpoint solutions market, managed conferencing services market, video network infrastructure market, telepresence solutions market. To award the prizes, the Editor takes the side of the user and looks for innovation, reliability, ease of use and price-performance in videoconferencing solutions launched or substantially improved in Calendar 2008.

"We are delighted to receive such recognitions from an industry newsletter as well-respected as Telepresence and Videoconferencing Insight", declared Marco Viezzoli, CEO of Aethra. "For us these awards are particularly significant as a further proof of our strategy validity to combine state-of-the-art technology, stylish design, and ease to use", concludes Mr. Viezzoli.

The **Electra High Definition Videoconferencing System**, that achieves two awards by TP and VC Insight for the year 2008, is the Aethra's top of the range system and is suitable for all medium and large rooms, including board rooms.



Electra guarantees striking performance and especially it offers an HD camera and 50" plasma screen to display Full High Definition video, the best-in-class HD audio quality supporting both the 14 kHz codecs to provide full Wideband Audio during connections with any other videoconferencing system, and, above all, an integrated MCU (Multipoint Conferencing Unit) capable of connecting 9 separate locations for immersive and true-to-life collaboration sessions, providing the simultaneous view of all connected site, with its Continuous Presence feature.

Aethra Electra was designed by leading Italian industrial architect Michele De Lucchi. Electra is the epitome of style and elegance; its minimalist form creates a sense of refined luxury while providing state-of-the-art video communication services.

With a natural leather finish available in a palette of sophisticated colours, Electra complements and enriches any space where it is located. Each Electra is a unique and exclusive 'work of design technology' and part of a numbered series.

At the launch of the Aethra Electra in April 2008, Elena Viezzoli, International Marketing and Brand Strategy Director of Aethra, explained: "We are sure that we have passed the point where just technology is good enough for business applications."



"Our new vision of videoconferencing is therefore 'beyond technology'", continued Elena Viezzoli. "Technology is the essence, and our intention is to exalt this essence with a unique design-based approach, focusing on the different aspects of what customers are looking for. In addition to internationally renowned Italian style, customers also clearly want a greater emphasis on simplicity, in order to make sophisticated technology more accessible.

Our new solution is a 'must have' top-end system driving the evolution of videoconferencing towards a fabulous life-style concept".

Richard Line, editor and publisher of Telepresence and Videoconferencing Insight, declare "That is why Aethra's Electra High Definition Videoconferencing solution is a path-breaking innovation and why it is chosen as *Most Innovative Videoconferencing Product of the Year 2008*".

Electra has a sister awarded by Telepresence and Videoconferencing Insight as one of *The 12 Best Videoconferencing Endpoint Solutions of 2008*: the Aethra **Athena High Definition Videoconferencing System**. Athena is another exclusive design created by Michele De Lucchi. Athena is flexible, light-weight and versatile roll-about which can offer two screens. Athena is available in a variety of versions according to the size of the monitor and type of integrated codec (SD or HD) so that it can satisfy the particular requirements of each client, from the selection of set tops and monitors, to the choice of materials and colours.



The Athena top of the range version with the Aethra Vega X7 codec inside, can provide up to 9 multi-point connections in High Definition.



Athena aims to revolutionize the current market for rollabout systems with a system of interchangeable modules which provides versatility and flexibility. Athena represents the new concept of 'Made in Italy' professional video conferencing..

The flexibility of Athena is a reflection an idea conceived by renowned Italian architect Michele De Lucchi, who combined elements of both solidity and lightness within its structure. The practical wheels, its lightweight structure and minimal lines all work together to allow the solution to be moved easily and rapidly from one conference room to another. The result is not only a very high quality video conferencing rollabout, but also a system with a stylish design to personalize each individual environment.

"The selection of an Aethra solution goes beyond time, CO<sub>2</sub> and financial savings: it is the evolution of a mind-set and approach to how we work. Athena is the epitome of flexible communications and reflects the demands of today's market, offering total versatility for remote collaboration, plus the opportunity to express one's own individuality, fundamental in today's society", explains Elena Viezzoli.



“Athena embodies a brilliant design concept, flexibility and well-trying Aethra high definition video technology. That is why the Aethra Athena High Definition Videoconferencing system is chosen as one of The Best Videoconferencing Solutions of the Year 2008”, declare Richard Line, editor and publisher of “Telepresence and Videoconferencing Insight”.

The third Aethra Videoconferencing Endpoint Solutions awarded by “TP and VC Insight” for the year 2008 is **the Aethra Hydra Desktop Videoconferencing Solution**. Launched in June 2008, Hydra is a path-breaking easy-to-use solution for including desktop and laptop PCs among top-of-the-range endpoints in the same multi-site professional videoconference.

With its new Hydra Vega Desktop Solution, Aethra is the first company manufacturing room-based VC systems to come up with the perfect solution for integrating so different video communication’s needs and approaches.



It’s not just in terms of functionality that Hydra is a revolutionary software; Hydra is an Aethra solution that renders professional video communication dynamic, by eliminating any time or place constraints.

The Hydra is designed specifically to work with an embedded MCU to provide interactive voice and data collaboration sessions and a “Business quality” video experience for all participants, whether they are connected through a high-end conference room solution or a remote PC.

Thanks to its flexible and dynamic architecture, ease to use, and very competitive pricing, Hydra opens up a new communications frontier for Small and Medium Businesses in particular.

Hydra extends the reach of your video conferencing network to include home workers, dispersed offices, and employees on-the-move with PCs or laptops. That is reason “Telepresence and Videoconferencing Insight” has chosen the Aethra Hydra Desktop Videoconferencing Solution as one of “The Best Videoconferencing Solutions of the Year 2008”.

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#### **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 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 75 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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### **About Telepresence and Videoconferencing Insight Newsletter**

### *Telepresence and Videoconferencing Insight Newsletter*

Telepresence and Videoconferencing Insight is a well established newsletter for the user of Telepresence, videoconferencing and video-enabled unified communication systems. It has reported on the industry from a user perspective since May 1996. It is published on Wednesday of each week at [www.vcinsight.com](http://www.vcinsight.com) and [www.tpandvc-insight.com](http://www.tpandvc-insight.com).

Newsletter content comprises: User application case studies, CEO interviews, equipment news, news from the channel and systems integrators, news from conference service providers, and other industry news. It is accessible free of charge thanks to generous support from sponsoring companies including: Aethra, Cisco, EyeNetwork, RADVISION, and Sony.

The web site contains a reference data bank of 400 user applications in 25 user vertical categories such as manufacturing industry, financial services, hospitals, telemedicine and education. Many of these cover the use of Telepresence and High Definition videoconferencing systems. Potential users of Telepresence and videoconferencing are invited to examine these case studies in order better understand the benefits of using videoconferencing for themselves.

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