

## **AETHRA Signs Agreement with KINDERMANN**

*Ancona, Italy, -- 03 March 2009 -- Aethra S.p.A., a leader in the global video communication market, today announced that it has signed a new agreement with KINDERMANN for the distribution of its video conferencing product range throughout the German and Austrian market.*

*KINDERMANN is a leading European expert in presentation and conference technology.*

Last year KINDERMANN already extended its product range systematically, which may today be one of the biggest of its branch in Europe. What is now added, is the broad range of Aethra solutions for video conferencing. Aethra is one of the leading manufacturers in this segment worldwide and well-known for its innovative high value products for any application.

KINDERMANN set the stakes high when it came to choosing the proper partner and the quality of their products. Aethra is the innovative manufacturer that meets all the demands.

The Aethra product range comprises software supported desktop video conferencing, set top modules and video telephones as well as high definition systems, mobile video conference systems and professional rack mount technology for use in large conference rooms, auditoriums and TV studios.

Due to the large product range, video conferencing is no longer a privilege of bigger companies, but also pays for smaller and medium-sized firms. This investment is worth its money, especially at a time when cost cutting is necessary, because it saves time and reduces travelling expenses.

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



### **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 2008, 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, San 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 35<sup>th</sup> year in the telecommunications industry.

### **About KINDERMANN**

KINDERMANN is an innovative supplier of technical presentation and conference equipment, with an excellent reputation for providing high-quality, user-friendly solutions.

Its extensive range of products, among the largest of its kind in Europe, covers everything from projectors to complete conference-room installations; many of these products have been developed and manufactured by KINDERMANN itself.

The product programme is divided into three business areas:

Presentation' comprises projectors and flat screen monitors.

Media technology' covers all system and installation components and digital signage.

Conferencing' deals with system solutions for high-grade conference and media areas, including audio and video conferences.

As a manufacturer and distributor, KINDERMANN assists its specialist retail partners with expert advice and individual project support from the planning stage through to the choice of equipment and its integration. The portfolio is rounded off with an attractive range of special services.

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