

Press Release

Ancona, April, 03, 2009

AETHRA Signs Agreement With Samir Photographic Supplies

Ancona, Italy, -- 03 April 2009 – Aethra S.p.A., a leader in the global video communication market, today announced that it has signed an agreement with Samir Photographic Supplies for the distribution of its products in the Saudi Market.

Aside from its core business of photography and imaging, SPS through strategic agreements and partnerships also has a major role in various industries and one of these is its Medical and Clinical Laboratories.

Speaking at the announcement, Omar Al Hindi, the Marketing director of SPS said: “Aethra stands out in the telecommunications market on a variety of fronts, thanks to its thirty-five years’ experience and the wide range of solutions which includes video communication solutions, audio conference systems, networking test equipment and products for ISDN, ADSL and SHDSL networks, as well as multiconference audio-video-data service management.

“SPS has a long-standing experience and deep understanding of the Saudi imaging and allied business market, including the technical prowess and expertise in implementing complex technology solutions to meet business and consumer needs” explained Marco Viezzoli, CEO Aethra. “ We are excited to be in this market with a partner who believes in our values of excellence leadership.”

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