

AETHRA LAUNCHES XTREME LINE: THE PERFECT SYNTHESIS OF DESIGN, TECHNOLOGY, PERFORMANCES AND USABILITY

A new HD product line from the Italian leader in video communication market

Aethra S.p.A., Ancona, Italy – June 11, 2009 – Aethra[®] S.p.A, a leader in the global videoconferencing market, announced today that it has broadened its range of video communications solutions to include the new Xtreme line of High Definition videoconferencing systems. The Xtreme line are set-top solutions which combine state-of-the-art High Definition video technology with an intuitive graphical user interface providing an unsurpassed visual collaboration experience in an elegant form factor.

The Xtreme line is offered in three different configurations: Xtreme 300 with customized Aethra camera running 720p30 video resolution (1080p optional), Xtreme 360 running 720p60 video resolution and Xtreme 380, the top of the line system with 720p30, 720p60 and 1080p30 video resolution.

The Xtreme line is offered at extremely competitive prices as well. Starting at an amazingly affordable price of \$7,499 for Xtreme 300, this entry level configuration comes with XGA and Dual Video functions. The Xtreme 380 fully equipped with a 9 site MCU, up to 12 Mbps of bandwidth and 1080p video resolution is \$19,499.

One of the most attractive features of the Xtreme HD line is modularity. The Xtreme hardware platform is standardized across the line enabling users to begin with the entry level Xtreme 300, and that same hardware platform can be upgraded to the full functionality of the Xtreme 380. Available software options are: 4 or 9 site MCU's, 12Mbps line rate extension and video resolution up to 1080p. All systems provide excellent audio quality with exclusive G.719 audio coding at 20 kHz.

Features unique to the Xtreme line are the ability to send two simultaneous video signals at 1080p resolution, embedded 9 participants MCU and WUXGA (1920x1200) graphic input resolution.

Italian style and design, visible in each carefully studied detail, are again the result of the renowned Paolo Villa of the Paolo Villa Studio who also collaborated on creating the most simple and intuitive GUI in the industry.

"We are very proud to announce the Xtreme line of HD videoconferencing systems created by Aethra" says Elena Viezzoli, Vice President and International Marketing Director of Aethra. "We are confident that the carefully implemented solutions created by Aethra's Research and Development team, the exclusive Italian design and the extreme usability of these systems



will make the Xtreme line a product reference design for the entire HD videoconferencing industry”.

In a global market that is increasingly focused on HD video collaboration technology, the Xtreme line enters the market as an innovative and revolutionary product. Thanks to the Xtreme line, the world of HD visual communication becomes easy. Extremely easy.

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