



## **Compatibility is the Key To Success for New Generation Aethra Software**

**ANCONA, Italy, -- October, 2005** - Aethra SpA, a leader in the global video communications market, today announced that customers using its high-performance Vega Star Gold can now benefit from a series of additional features, which make the system one of the most flexible and easy to integrate videoconferencing set-tops on the market. As of the Vega product line software release 5.2, the systems' outstanding features and innovations now improve the customer's overall videoconferencing experience thanks to functionalities that enhance usability. The innovative capabilities introduced - such as SIP - underscore the company's commitment to providing a range of video communication products capable of adapting to the evolving world of new technologies, thereby ensuring customers the full and simple integration of Aethra systems in current and future ICT infrastructure. Additionally, Aethra's software 5.2 has met the Cisco Technology Developer Program criteria for interoperability with Cisco IP Communications products: Cisco Multimedia Conference Manager 12.1(5)XM3, Cisco IP/VC 3540 Multipoint Control Unit (MCU) v1.0, Cisco IP/VC 3530 Video Terminal Adapter, Cisco IP/VC 3525 Gateway v2.2, Cisco IP/VC 3520 Gateway v2.2, IP/VC 3510 Multipoint Control Unit (MCU) v2.2.

Through participation in the Cisco Technology Developer Program, Aethra's Vega Star Gold, version 5.2 provides the essential flexibility and adaptability requirements that allow enterprise customers not only to reduce costs but also to reap the benefits of increased productivity.

The Cisco Technology Developer Program sets criteria for interoperability testing and helps leading product and services firms to deploy innovative business solutions. The program provides SMB's, enterprise or service provider customers with information regarding Cisco Technology Developer Partner products and services that the Cisco Technology Developer Partner believes meet the program's criteria for interoperability with Cisco networking technology.

"The Aethra Vega Star Gold is a high-performance videoconferencing system at the cutting-edge of set-top technology, said Dr. Sergio A. Galan Guajardo – SSNL Director of Planning. "Thanks to Vega Star Gold and its powerful functionalities, the Health and Social Services in Nuevo Leon has the most advanced telemedicine network in Mexico. This network allows us to provide effective telemedicine services to local and remote communities".

An integrated Multipoint Conferencing Unit (MCU) enables the system to improve communication and collaboration between multiple locations by connecting up to 7

different sites anywhere in the world, whenever face-to-face contact is considered preferable to non-visual forms of contact. In fact, the system's Continuous Presence feature enables conference attendees at all locations to view one another simultaneously on-screen during the conferencing session. In addition, thanks to crystal clear audio and video quality at 3 Mbps, Vega Star Gold is the ideal solution for group videoconferencing sessions held in medium to large conference rooms.

"Interoperability and compatibility are the keys to success in the market place," commented Marco Viezzoli, Aethra CEO, "and we are therefore delighted to be a part of the Cisco Technology Developer Program. Having passed the relative tests and having met the requirements necessitated by the program, we are now able to offer our customers the added value that a Cisco interoperable solution can provide. Our aim is to create real integration between voice applications, video capabilities and PC connectivity".

"Cisco supports open, standards-based architectures and shares a commitment to interoperable solutions with Aethra. Through this vision the Cisco Technology Developer Program delivers the power of choice to SMB's, enterprises or service providers—the ability to extend the Cisco end-to-end architecture with our participants' solid products and technologies," said Tim Stone, senior manager, IP communications, Cisco Systems for European and Emerging Markets. "With Cisco Technology Developer Program member offerings such as Aethra's Vega Star Gold, customers can deploy a broad range of business solutions that foster innovation and drive rapid adoption of business-critical technologies."

**About Aethra**

*Aethra ([www.aethra.com](http://www.aethra.com)) is a leader in the global telecommunications market, with distribution of its leading-edge products through businesses and more than 40 telephone companies in over 60 countries worldwide. The company develops, manufactures and markets a wide range of high-performance video communications and audio conferencing products, including rollabouts, set-tops, videophones and special solutions dedicated to telemedicine, videosurveillance and distance learning. In addition, Aethra offers multi-audio, video and data services thanks to Aethra.net, the company specifically focused on multi-conferencing services. Aethra also develops and markets internationally a variety of telecommunications products, including ISDN and xDSL systems and networking test equipment. These exceptional products have distinguished Aethra as a leader in the telecommunications industry worldwide for over 30 years, reflecting its expertise in bringing cutting-edge communications technologies to the market.*

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