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FOR IMMEDIATE RELEASE

AETHRA TECHNOLOGY SELECTED FOR THE HOME OF THE FUTURE

Aethra provides distance learning and telemedicine solutions for the UK project aimed at promoting domestic automation and the intelligent home

Ancona, Italy, 21 June 2005 – Aethra SpA, a leader in the global video communications market, today announced that its video communications products are part of the Digital Home Showcase, inaugurated last Friday 17 June in Hull, UK. The new “Digital House”, promoted by Hull City Council, represents the home of the near future: it is packed with all the latest technologies, innovations and building automations designed specifically for the home environment.

Thanks to the potential of broadband technology, applications inside the Digital Home range from centralized control and external management of domestic appliances, to security gadgets, and from e-learning applications to doctor’s appointments and medical check ups carried out directly from the home.

The twenty companies selected to participate in this initiative, among which Thompson, Cisco, the BBC and Ericsson, have each contributed their own innovative products to help create this “domestic laboratory”. Over the next few months the project will be subject to a variety of tests and studies carried out by the UK-based testing company KTL, a world leader in broadband technologies. The project looks at many of the latest technologies and future innovations in order to see how they can be integrated into the domestic environment. The aim is to demonstrate that perfect integration of these cutting-edge solutions in the home can offer an improved style of life to everyone.

Aethra’s contribution to the Digital Home Showcase, which is open to the public until at least the end of 2006, is two-fold. Its solutions play a significant role in both the telemedicine and distance learning areas. Aethra’s Home Care solutions VITA and the IP videophone Theseus over ADSL, are present in the telemedicine area. Integrated with electromedical devices, these solutions allow doctors to carry out remote medical check-ups. In the distance learning area of the Digital Home is Aethra’s IC Desk, the new multi-media school desk designed specifically for distance learning applications. IC Desk allows total remote interactivity and is enriched with functionalities for local or remote connections (Internet connectivity via fast-ethernet network card or wireless with Wi-Fi technology).

About Aethra

Aethra (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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