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Awards for the Year 2006

**For immediate release**

### **Aethra receives international recognition for its Telemedicine solutions**

*The Aethra Telemedicine Solutions Eykona 900 and ViTA receive best product awards from the internationally recognized web-based newsletter Videoconferencing Insight*

**Ancona, Italy, -- 27 February 2007** -- Aethra SpA, a leader in the global video communication market, today announced that it has once again received important recognition from Videoconferencing Insight, [www.vcinsight.com](http://www.vcinsight.com), the web-based newsletter, internationally recognised as one of the top authorities on the world video communications scenario since 1996.

For 2006 Aethra receives two awards in the categories dedicated to the telemedicine sector: The Eykona 900 telemedicine solution wins an award for "The Best Products for Telemedicine in The Year 2006" and The ViTA Remote Home Care telemedicine system wins an award for "The Best products for remote healthcare at home in The Year 2006". This is the seventh year running that Aethra has received an award for its telemedicine solutions, underlining Aethra's commitment to leveraging video communication technology for the telehealth sector.

Telemedicine applications have been adopted by hospitals and medical centers worldwide, and while they do not intend to replace traditional medical care methods, they are undoubtedly an efficient and cost-effective complement for many aspects of healthcare. Richard Line, editor of Videoconferencing Insight explains, "In the case of telehealth solutions for monitoring the health of elderly patients in their home, videoconferencing plus monitoring devices are an acceptable substitute in most cases and especially for patients suffering from chronic diseases". This application of telemedicine is particularly significant as the ageing of the population is a major problem anticipated by most industrialized countries. In fact, the number of persons aged 60 and above worldwide is expected to double from 600 million in 2000 to 1.2 billion by 2025<sup>1</sup>. Richard Line continues, "Telemedicine solutions are already helping medical professionals to increase patient care by ensuring that they are doing what they do best...treating patients. Doctors seek less travel. Patients too seek less travel, lower out-of-pocket costs and shorter waiting times in their efforts to receive medical care".

"We are delighted that our innovative solutions for the telemedicine field have received this important recognition from Videoconferencing Insight," commented Marco Viezzoli, Aethra CEO. "Thanks to important working relationships with many hospitals and health professionals, we have an invaluable insight into the real requirements of the telehealth sector based on the real experiences of doctors and patients. Combined with our dedication to Research and Development, this is the key to creating successful telemedicine solutions".

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<sup>1</sup> Source: <http://www.who.int/ageing/en/>



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For more information about the Videoconferencing Insight Awards <http://www.vcinsight.com>  
For more information about Eykona 900 <http://www.aethra.com/worldwide/prodselect.asp?IDProd=13&M=160>  
For more information about ViTA <http://www.aethra.com/worldwide/prodselect.asp?IDProd=67&M=160>

### **About Videoconferencing Insight Newsletter**

Videoconferencing Insight is a well established newsletter for the user of video and unified conferencing systems which has reported on the industry from a user perspective since May 1996. To increase access to the Newsletter, Videoconferencing Insight became a webzine in August 2002. It is published on Wednesday of each week at [www.vcinsight.com](http://www.vcinsight.com). In addition to the user application case studies, interviews and industry news published weekly, the web site contains a reference data bank of hundreds of user applications in 25 user vertical categories such as manufacturing industry, financial services, hospitals, telemedicine and education. Potential users of videoconferencing are invited to examine these case studies in order better understand the benefits of using videoconferencing for themselves.

### **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 multi-conference 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. Aethra is currently present in 65 countries with its own network of partners and sister companies and has offices in Milan, Rome, Miami Sao 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 2007" in this its 35th year in the telecommunications industry.

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