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Awards for the Year 2006

For immediate release

Aethra is Videoconferencing Company of the Year 2006

Web-based global newsletter Videoconferencing Insight gives Aethra the Award of Videoconferencing Company of the Year for technical innovation and progress in 2006

Ancona, Italy, -- 17 January 2007 -- Aethra SpA, a leader in the global video communication market, today announced that it has been chosen as *Videoconferencing Company of the Year 2006* by Videoconferencing Insight, www.vcinsight.com, the web-based newsletter, internationally recognised as one of the top authorities on the world video communications scenario since 1996.

The editor of Videoconferencing Insight, Richard Line, supported his choice of Aethra by emphasizing how the company has made considerable technical innovation and progress in 2006. As a result, "Aethra is now a clear Number 3 in the videoconferencing industry", he said.

VC Insight newsletter goes on to explain, "Aethra is offering the best technology available, stylish Italian design and some features that are better than competitive offerings. As Aethra competes fiercely with attractive pricing, this is a compelling proposition worldwide. Aethra now sells in over sixty countries worldwide and has a strong presence in China. Aethra's market share increased in 2006 and is likely to rise further in 2007".

The significant achievements made by Aethra during 2006 include the enhancement of its range of videoconferencing endpoints with the Vega X5 set top and the offering of enhanced voice and video network infrastructure products for Unified Communications. In addition, 2006 saw the presentation of Aethra's Vega X7 High Definition videoconferencing system, that has ensured the company's position among the industry leaders with regard to HD.

"Over the past year, Aethra has concentrated on developing new synergies and valorising existing partnerships. We are delighted to receive this award in recognition of our success at international level," declared Marco Viezzoli, Aethra SpA CEO. "As well as enhancing our range of videoconferencing systems, we have become a real total solution provider for visual communications. Today, using solutions under the Aethra brand, we can build complex visual communications networks for its clients encompassing desktop, room system and infrastructure technologies including NAT & Firewall traversal and 3G mobile networks connectivity."

VC Insights's Award citation concludes: "Aethra now delivers a complete range of high quality videoconferencing products under its own brand. Thus Aethra became in 2006 a complete global solutions provider for both videoconferencing systems and Unified Communications. Aethra is the third company to achieve this goal. That is why Aethra is Videoconferencing Insight's *Videoconferencing Company of the Year 2006*."

For more information about the Videoconferencing Insight Awards <http://www.vcinsight.com>

For more information about Vega X5 <http://www.aethra.com/worldwide/prodselect.asp?IDProd=108&M=150>

For more information about Aethra Unified Communications

<http://www.aethra.com/worldwide/prodselect.asp?M=170>

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. In addition to the user application case studies, interviews and industry news published weekly, the web site contains a reference data bank of 400 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) is a leader in the global telecommunications market, with distribution of its leading-edge products through businesses and telephone companies in over 60 countries worldwide. Aethra offers the full spectrum of videoconferencing solutions over circuit (ISDN), packet (IP) and 3G mobile networks including videoconferencing end-points (rollabouts, set-tops, codecs, videophones, desktop); MCUs (Multipoint Conferencing Units) with full video/audio transcoding and SIP/H.323 support; ISDN to IP and 3G to IP Gateways for seamless connectivity between different networks; Gatekeeper functionality for call control and dial plan schemes; Scheduling & Management tools.

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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