

## Capital Gain: Aethra at GVExpo

In late September in Sardinia, Italy, Aethra announced plans to begin aggressive marketing in North America. At the end of this month, the beginning of that plan will come to fruition. Aethra has purchased a major sponsorship at the [Government Video Expo](#) in Washington DC, which takes place from November 30 - December 1 at the Washington DC Convention Center. Aethra will supply the show bags to the estimated 7000 attendees.



Look for Aethra bags at GVExpo

While a gaggle of government officials with purchasing power walk the show floor with Aethra bags, Aethra will try to grab their attention with its new X Line of videoconferencing endpoints. The GVExpo will be the first time Aethra shows the new products in the United States. Exhibiting in conjunction with Washington-area Aethra distributor VSIG, Aethra plans to further cement its already solid reputation with US Government

buyers. Currently used in the Central Command War Room in Iraq and other US Military outposts, Aethra videoconferencing has gained a solid reputation for its quality, ease of use, and stellar engineering.

If you're planning on attending the GVExpo, come visit Aethra at booth #222. If you're not planning on attending, look for Aethra-related content in the November issue of Government Video Magazine.



### Happy Thanksgiving from



## Aethra Receives Frost & Sullivan Award for Telemedicine

Aethra has received the "Product Innovation of the Year" in the field of telemedicine and televideo solutions from Frost & Sullivan, ([www.frost.com](http://www.frost.com)) one of the world's leading companies in growth consulting and corporate training. The Frost & Sullivan Award for Product Innovation is presented each year to the company that has demonstrated excellence in new products and technologies within their industry, and has shown innovation by launching a broad line of emerging products and technologies. Aethra's award recognizes the company's creation of an innovative televideo consulting tool, based on an integrated

video communication system with EMR (Electronic Medical Record) management, image elaboration and sharing functionalities in accordance with the most important medical standards.

Aethra televideo consulting systems use cutting-edge video conferencing technology with high-tech medical peripherals and a comprehensive patient database. Aethra systems provide an easy connection to medical peripherals and hardware devices, which include digital cameras, interpretive ECG, radiographic scanners, etc. The unique features comprise electro medical equipment interface,

*continued on page 3*

**Connections** is Aethra's monthly sales channel newsletter. Comments, questions, suggestions and submissions are always welcome.

Contact:  
**Tom McFadden**  
**305.375.0010 x111**  
**[tmcfadden@aethrausa.com](mailto:tmcfadden@aethrausa.com)**

continued from page 1

image processing, data and file sharing, patient database storage and management system, patient and image recording and data security. To ensure data protection and privacy, Aethra products have encryption features based on AES (Advanced Encryption Standard).

Aethra televideo consulting systems offer many other value added features, giving access to a centralized database, in order to connect hospital databases, and make integration easy for any existing medical network. This is achieved by the use of a specialized software which allows data to be stored in a web-accessible central server.

To choose a recipient for the award, Frost & Sullivan's team of analysts tracks all new product launches, R&D spending, products in development, and new product features and modifications. Frost & Sullivan analysts compare all new product launches and new products in

development of each company based on their degree of innovation and customer satisfaction. For this reason the Frost & Sullivan Award is a very important recognition for Aethra technology at international level. The Frost & Sullivan Award was accepted by Aethra during the 2005 Excellences in Best Practices Awards Banquet, on November 9 2005, in Miami, Florida..

"We are very pleased to receive this honor from Frost & Sullivan, one of the world's leading growth consulting companies in this sector" states Marco Viezzoli, Aethra CEO. "It is a demonstration of our commitment to providing effective telemedicine solutions and new technology to our clients. We will continue to invest in research and development with our aim to provide new innovative solutions in the future."

## Need Sales Materials?

Aethra has numerous marketing brochures available for order, including data sheets and a company overview brochure to help you promote the brand. To order, contact:

**Maria Hernandez**  
305.375.0010 x109  
[mhernandez@aethrausa.com](mailto:mhernandez@aethrausa.com)



### Technology Partners



## Important Contacts

**Steve Luster**  
Director of North American Sales  
510.429.7275  
[steve@aethrausa.com](mailto:steve@aethrausa.com)

**Susanna Bonanno**  
Director of Sales, Audioconferencing  
305.375.0010 x118  
[susanna.bonanno@aethrausa.com](mailto:susanna.bonanno@aethrausa.com)

**Orazio Angeletti**  
Director of Sales, Telemedicine  
239.948.4825  
[orazio@aethrausa.com](mailto:orazio@aethrausa.com)

**Ed Markey**  
Director of Sales, Government  
703.642.4416  
[edmarkey@aethrausa.com](mailto:edmarkey@aethrausa.com)

**Walter DiLeo**  
Director of Sales, Video Payphone  
305.375.0010 x106  
[walterd@aethrausa.com](mailto:walterd@aethrausa.com)

**Maria Hernandez**  
Sales Support Coordinator  
305.375.0010 x109  
[mhernandez@aethrausa.com](mailto:mhernandez@aethrausa.com)

**Tom McFadden**  
Marketing Communications Manager  
305.375.0010 x111  
[tmcfadden@aethrausa.com](mailto:tmcfadden@aethrausa.com)

**Tech Support**  
305.375.0100 x133  
[technical@aethrausa.com](mailto:technical@aethrausa.com)

# Lifetime Achievement

## How Philanthropist Burl Waits is Educating the Masses with Videoconferencing

**B**url Waits has always been a champion of education. A high school dropout who left the Marine Corps in 1953, Waits decided



he wanted to be a lawyer. In 1961 he got his JD from McGeorge College of Law in 1966. "I figured out what I needed to do to become a lawyer and I went out and did it." Waits

opened his law office in early 1967. With the help of his late wife Joan as office manager, he had a successful law practice until her death in 2001.

Burl's experience in obtaining a law degree without a undergraduate degree caused him to want to help others understand that learning was from the inside out. His own thirst for knowledge and a less than desirable

experience with a grandson in public education led to the 1988 founding of Process Learning Centers, a non-profit 501 (c) 3 corporation.

Today, Process Learning Center (PLC) is engaged in numerous philanthropic educational programs. PLC's primary focus is to introduce the effectiveness and cost savings of video conferencing to education, business and the nonprofit sector.

Waits was introduced to videoconferencing through his work in the early 1990's with the charter school movement in California. As Chairman of the Board of a charter school management company, Waits and his colleagues used the technology, which at that time was crude in comparison to today's technology, to communicate with schools across the state.

Videoconferencing was a natural fit for Waits. "I've always been a net-worker," says Waits. "I love bringing people and projects together."



er." "Video conferencing magnifies the potential of all human interaction. The video conference for this interview is a good example of face-to-face exchange even though we are 3000 miles apart," Waits told me.

Waits formed his first networking nonprofit organization in 1971. As a Kiwanis member he agreed to chair a drug abuse project. Finding no coordinating council in the Sacramento area he started a weekly breakfast meeting that lead to a formalized incorporation. One of the projects that



**The Process Learning Centers Staff**

grew out of the meetings is now a multi-million dollar program that has helped thousands of people.

Today, with the help of his wife Diane Lowe and his stepson Brady Campbell, Jr., Process Learning Centers has several videoconferencing projects. He believes that in ten years, half of the classrooms, most major businesses and many nonprofit and religious organizations will be videoconference-capable. "We must convince all segments of the community that they need to come into the 21st century." If Waits efforts are any indication, the transformation is already underway.

## How You Can Help

Almost all of us have videoconferencing equipment that we've retired for one reason or another: maybe the feature set is outdated, or the upgrade path is a dead end street.

Don't just leave them to collect dust – and please! – don't throw them away. They may be obsolete as far as you're concerned, but they're a genuine miracle in places like Rwanda and other third-world countries.

The Process Learning Center is a non-profit organization that supports distance learning, training and telemedicine by providing donated videoconferencing and other A/V

equipment (projectors, VCRs, basic audio setups, etc.).

Why not take a moment right now? You can give hope to the hopeless and help build a better future for us all by sending your used videoconferencing and A/V equipment to:

**Process Learning Centers  
1340 Florin Road Suite 200  
Sacramento, CA 95831**

or visit

[www.processlearningcenters.org](http://www.processlearningcenters.org)

## Give Yourself and Your Customer a Big Boost

# Every Sale is a Case Study!

**H**ere's a winning proposition: both you and your customer get some very positive, career and business enhancing press in the right peer-to-peer magazine that will drive kudos to your customer and additional sales to you.

How? Our marketing department will do all the mule work to turn your Aethra sale into a powerful case study selling tool. We'll tell the story in a compelling, readable way of how you and your customer solved a business problem with Aethra videoconferencing. And we'll take care of the photography, too. It's *your* story and *your customer's* story. Here's how it works:

1. Call Tom McFadden at **305.375.0010 x111** and tell him about the sale. He'll interview you briefly and follow-up by coaxing your cus-

tom into an interview. Don't worry, we'll make sure your customer is happily using the Aethra solution you created.

2. Tom will write a story outline and pitch it to the right publication. He'll start by asking your customer what magazine is the "bible" of their industry. He'll also research our database of every single publication in North America (about 30,000) to find the best fit with the biggest circulation. Believe me, there's a publication out there aimed at every business niche – my personal favorite magazine titles are *Headache Monthly* and *Pig Farmer Weekly*.

3. Once the magazine editor gives the go-ahead signal, Tom will write the full story and get the photography done. He'll first submit the draft to you and your customer for approval –

and both you and your customer will need to sign permission forms – then he'll submit the final version to the magazine.

4. After the article is published, Tom will order either reprints or a hyperlink to the downloadable article – and we'll add the case study to the Aethra website for everyone's use.

It's that simple. It's our goal to have case studies – the most powerful single sales tool other than you yourself – available for as many categories as possible. So whether you walk into an insurance company, a law office or courtroom, a manufacturer or a school system, you'll be armed with a case study that speaks the same language as your customer.

You're the key to making it all happen – but you're also the greatest beneficiary.

## Troubleshooting Tips from Technical Support

*"Troubleshooting Tips" is a new monthly feature authored by Edward Loo and Marco Manjarres, Aethra Inc's technical support engineers. Each month Edward and Marco will offer simple troubleshooting tips on common problems.*

### Capturing the LOG of an Aethra unit.

Though not a regular occurrence, sometimes certain technical problems need extra information in order for the Technical Department to provide a solution, and unfortunately for the customers, this information does not come from them, but from the actual video conferencing device. This is

what we called a **LOG**, information that the video conferencing system produces every time an action is requested from it.

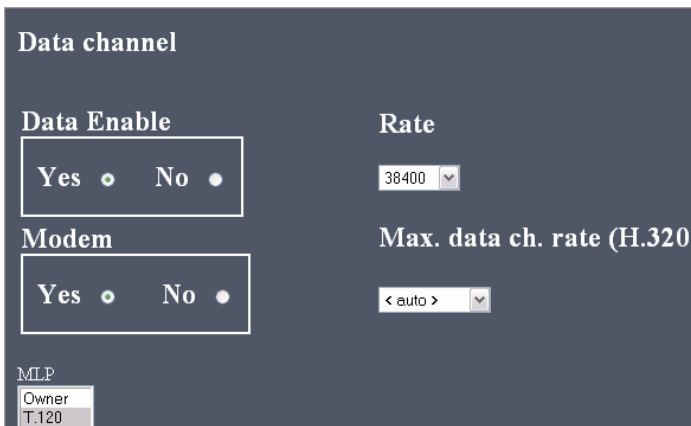
This information is very precious because it will tell us, in great detail, what the unit is doing (processing wise) when the reported error occurred. This is the reason why a set of steps are provided in the following document so that if we need a customer to capture a log from the unit, the customer can actually read these steps and know in advance of what we will need him/her to do in order for us to obtain further information regarding the problem that the unit is experiencing.

All of our units have a **DIAG** (abbreviation for diagnostics) port. In the smaller systems, such as the Theseus, it will be a DB9 (serial) connector, and in the bigger systems, such as the Vega Star Line, it will be an 8-pin mini din connector. This is the port that we will need to connect, via a serial cable, to a computer that will capture the log from the Aethra unit.

First, enable the unit so that it can transmit that information to this **DIAG** port. We can do this by going into Settings–Audio/Video/Data–Data Channel, and once in there we need to enable Data and Modem, and fix the Serial Rate to 38400.

*Continued on page 5*

Continued from page 4



Once this is done, connect your computer, via the serial cable, to the DIAG port of the Aethra unit. If you are running Windows OS, there is an application called HyperTerminal. Go ahead and open this application usually under Accesories – “Communications”) Once the program is open, give a name to the new connection that you want to establish, for our example – aethra\_capture.



Once the name has been given to the connection, hit the OK button so we can proceed. A new window will open, and here we need to pick the COM port that has been assigned to the serial interface for your computer, for our example is COM1.



Once you have chosen the correct port for the serial interface, hit the OK button so we can continue. A new window will open asking you to set the properties for this COM1 port. You need to set these properties as described in the figure below, and hit OK when done.



Once you have set these values, and hit OK, a new window will appear, this time with no information on it. Turn on the Aethra unit and you will see that this blank screen starts to get filled with a lot of information that the unit is transmitting. Wait for the unit to finish the boot up process and let us get ready to start reproducing the problem that you were experiencing with the video conferencing system.

Let’s say that we need to capture the process of the unit when making and IP call to a certain destination. The first thing to do is to enable the capturing feature in the HyperTerminal; we can do this by going to Transfer–Capture Text... Once that option is selected a new window will appear asking you for the name and the location of where you want to save the capture. This window will look like this:



Continued from page 5

Enter a name and a location for this text file to be saved, and hit START. Now, go to the Aethra unit and start placing the call (remember that this example talks about an IP call, your problem might be a different scenario) and wait for the problem to appear. Once the problem occurs, STOP the capturing process so that you can e-mail us that file. How can you STOP the capturing process? Easy, go to Transfer- 'Capture Text' Stop, and you will have a .TXT file with the name that you assign to it

and in the location you specified, ready for you to e-mail it to us at the [Technical Department of AETHRA](#) where we will analyze it and give you the answer for your problem as soon as possible. If after reading this document you still have questions on how to capture a LOG from your Aethra unit, please give us a call and we will be more than happy to guide you through the process.

Back Issues of  
*Connections*

*August*

*September*

*October*



## TOOLS YOU CAN USE

Aethra has a lot more sales tools available to help you beyond the usual product datasheets.

### [How to Upgrade Firmware Via Direct PC Connection](#)

Aethra typically distributes four new firmware upgrades for its codecs each year – always free. Usually, upgrading for you or your customers is simply a matter of downloading the firmware upgrade program from the Aethra Partner website (or requesting it from your Aethra distributor, or by calling our Technical Support department for assistance), typing in the IP address of the target codec, pressing 'Start', and the upgrade process takes over automatically.

Sometimes, however, this is not possible. For example, you may have just received a demo unit and for one of many reasons, cannot connect it to the Internet. In such cases, here is a simple procedure for upgrading the firmware through a direct PC connection

### [AE network cfg.](#)

Before any demo, email this document to the customer's IT manager. It will help them configure their network.

### [Aethra Videoconferencing Demo Assistance](#)

This is a guide to showing off Aethra codecs with the assistance of our Miami-based engineering support .

### [How to Demonstrate the Aethra LDAP Directory](#)

This powerful feature in every Aethra codec allows a business to keep just one server-based directory for all of the codecs in its system.

### [Installing Aethra PPT Manager](#)

This is a "must have" document for demonstrating the Theseus, Maia Star and Vega Pro line.

### [Aethra Products](#)

Walk-through of the Aethra videoconferencing product line.

**The following sales tools can be ordered from your distributor:**

### *Aethra Videoconferencing Solutions*

This powerhouse booklet gives you and your customer a concise "soup-to-nuts" videoconferencing education in an easy, 20 minute read.

### *Aethra Corporate Profile*

This beautifully done, coffee-table style booklet was created to discuss and then hand to the decision maker that asks "Who is Aethra?"

*TIP: Read it and understand it. Do a brief walk-through with your customer; don't just hand it over to look pretty and gather dust.*

### *Keep Ideas Moving*

This pamphlet is your tradeshow, seminar and event handout.

### *Presentation Folders*

These are...well...presentation folders – Aethra branded – for you to stuff with datasheets, our booklets, your own company info and biz card.