



**ViPr™ from Aastra Delivers Superior Conferencing and Collaboration Capabilities**



*Leading Provider of IP Communications Solutions Introduces "Virtual Presence", the Next Generation of Video Conferencing*

New York, NY, September 17, 2008 — Aastra is demonstrating the next generation in video conferencing at Interop New York 2008 Conference & Exhibition at the Javits Center. Aastra's **Virtual Presence** (ViPr™) delivers a secure, high quality, remote communication and collaboration solution allowing sharing of documents, multi-media content and real-time applications. A touch screen and intuitive user interface provide unparalleled ease of use, creating a face-to-face experience that is "the next best thing to being there."

ViPr was the first SIP-based video communications appliance; built as an IP endpoint, ViPr integrates seamlessly into IP telephony systems and includes bridges to PBXs and PSTN. Based on the H.264 standard, ViPr provides high quality resolution at low bandwidths and maintains virtual presence at all bandwidths, regardless of the number of participants. ViPr is available in multiple configurations from personal desktop units to rack-mounted or table-mounted conference room models.

ViPr is currently deployed in several industries and applications including federal government, state and local government, distance learning and healthcare. The value proposition for ViPr is straightforward; deliver a high quality, visual, remote communication solution that provides Improved Employee Collaboration, Increased Productivity, Reduced Costs and Administration.

"Aastra's commitment is to deliver open, standards-based communication solutions to the enterprise and large campus environments. We're very excited to bring this latest generation of SIP-based video communications solution to market," said Dana A. Call, Executive Vice-President and General Manager, Aastra USA Inc. "We believe there is a clear ROI for this solution. Customers are already using it for distance learning and training, remote medical

diagnosis, secure remote depositions and testimonies, and global broadcasts of live performances. The applications are only limited by one's imagination, and we're anticipating more innovative uses daily."

## **About Aastra**

Aastra is a leader in IP communications products including IP-PBX systems, standards based telephones, Unified Communications and contact center applications. Our network solutions meet the needs of customers who require reliability, scalability, integration and IP. We offer a range of SIP phones and a full suite of productivity applications that users can share across an entire network, like Unified Communications, Web and Audio Conferencing and Contact Center solutions. With over 29 years of experience delivering PBX and contact center systems to some of the largest and most demanding companies in the world Aastra is now bringing that expertise to companies of all sizes. Aastra has been responsible for many key milestones in the industry, including the first commercial IP-PBX for Voice over Internet Protocol (VoIP), later sold to a larger technology company. This type of vision is still very much alive at Aastra today.

For more information, visit [www.aastrausa.com/vipr](http://www.aastrausa.com/vipr).

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