

REITEK IS GOLD SPONSOR OF VON EUROPE AUTUMN 2007

Milan – 3rd August 2007. Reitek is Gold Sponsor of **Von Europe Autumn '07**, the principle event for the European Community of IP Communications which takes place on the **26-27th September at Marriott Park Hotel , Rome.**

The manifestation, this year, has a wider horizon, due to the fact that it is co-located with two other events **Broadband Business Forum**, the Conference & Expo of the broadband and wireless communication and **Video on the Net**, the event focused on the exploration of broadband Internet on the TV, film, broadcasting future.

Besides having a booth of its own, **stand 25**, in an exhibition area which hosts some of the most outstanding Italian and international telco players, Reitek takes part to the conferences programme with two speeches held by the **Marketing Director, Gianluca Ferranti.**

The first entitled **‘Mobile Video & Mobile TV: a matter of technology or business models?’** will take place in the afternoon of 26th September during **Video on the Net**, the latter entitled **‘Innovative models and technologies for the Customer Operations management: Hosted Contact Center, Video IVR and Click to Talk’** will be held during the workshop on the 27th September.

Von Europe Autumn '07 plays a key role for Reitek because it represents a great opportunity where the company could not only present its own technologies, but also develop remarkable international relationships and contacts which are fundamental for the growth of its brand awareness.

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About Reitek

Founded in 1990, Reitek is a leading supplier of Advanced Multimedia Communication Solutions used in the Enterprise and Telecom markets. Reitek product portfolio includes: Customer Interaction Management solutions, Multimedia IP Contact Center and Video Processing Platforms for mobile VAS (e.g. Video Portal, Video Mailbox, Video Chat, Mobile 3G TV). ContaCT Video Platform creates a unique end-user experience by combining dynamically multiple sources of content (streaming video, web content, voice, audio, text) to deliver the desired service.

Leveraging its heritage in one of the most advanced telecom markets in the world – Italy – Reitek has today a list of blue-chip domestic and international telecom clients, amongst which are Vodafone, Telecom Italia, BT, David 2 and Buongiorno.