

visionary

 TALK&VISION

Newsletter March 2009



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Talk & Vision on the move

With visual communication getting more attention than ever and demand for it rising sharply, it is obvious our organization is “on the move” as well.

The move of our UK office to the centre of London is finalized, offering our customers state-of-the-art demo facilities at Regus City Point, 1 Ropemaker Street. A new office is not the only change: Neil Harber joined the UK sales team as of February. In order to share our best practices with our customers, Talk & Vision UK organizes monthly seminars.

No new office in Belgium (we moved to a new one in 2008), but we have two additional Talk & Visionairs. Natalie Pollie and Mario de Saedeleer will help out Liselotte Couttenye, our Belgian Sales Manager, to further increase our market share.

In the Netherlands we again welcomed new colleagues at our Customer Services Center, in line with the demand for MAVIS, our managed service. Sheila Furtado Freire and Rachid Chouham are the new voices and faces for all managed video activities.

Furthermore, TANDBERG and Talk & Vision signed a new partner agreement, raising the certification level to Platinum, the highest available. As part of the agreement, Talk & Vision has opened two TANDBERG Center of Excellence demonstration rooms, one in Linschoten in The Netherlands and one in London. Please feel free to contact us for a demonstration by sending an e-mail message to sales@talkandvision.com.

What else? As an independent provider of visual communication solutions, Talk & Vision will be hosting the Polycom Go Live Roadshow, on May 11th 2009. Please come and see the fully featured Polycom TPX Telepresence solution at our Linschoten office. Read more on page 7.

Enjoy reading this issue of the Visionary!



Sven Lagerweij
Managing Director,
Talk & Vision

MAVIS

A good business relationship will stand or fall based on the quality level of the support provided when it is required.

Talk & Vision is more than happy to take over the responsibility of guaranteeing continuity for the video communication operation. This is also why its MAVIS program (Managed Video Services) has been increasingly popular with clients. As several MAVIS options are available, it fits the needs of every client.

We have the following MAVIS flavours:

MAVIS Support
MAVIS Care
MAVIS Total Care
MAVIS All-Inn
MAVIS Ad-Hoc
MAVIS Meeting Room
MAVIS Consultancy
MAVIS Connectivity
MAVIS Events

Read the Canon Netherlands Customer Case on MAVIS, page 4!

And for more information, visit our website: www.talkandvision.com/en_managed_services.asp.



Consultation sessions Talk & Vision UK

Last January, Talk & Vision UK started running a cycle of VC consultation sessions. As the Credit Crunch bites it forces everyone to look for ways to save money and increase margins. Although eliminating travel costs may be an easy way to save money, it can also mean less face time with customers and key employees/associates. This can have a negative effect on service, on relationships and on overall results.

Attendees to the sessions learn about the latest innovations in video communication and the benefits of Managed Services. In short, these unique events show how to deploy VC successfully in every type of organisation.

Feedback of companies who already joined the event has been positive and complimentary. Talk & Vision was invited to their premises to meet the relevant teams and present and/or demonstrate the VC solutions.

Due to the overwhelming interest further sessions are being arranged in April and June.

When

April 15th, 22nd and 29th

Where

Talk & Vision UK

Information on:

www.talkandvision.com/events/invitation0904.html



Talk & Vision Belgium Workshop

On the 23rd and 28th of April Talk & Vision will be hosting together with TANDBERG a series of 'hands on' workshops in Heverlee near Leuven, Belgium. Queries concerning usage and implementation of videoconferencing will be answered in informal surroundings. The workshops will provide insight into the Return on Investment by applying these calculations coupled with practical examples. In addition the amount of time saved via video will be

highlighted next to a complete video solutions demo.

When

23rd and 28th of April

Where

Talk & Vision Belgium

Information on:

www.talkandvision.com/events/workshopBE.html

Workshop & Telepresence Demo Talk & Vision Netherlands

On May 11th, Talk & Vision will be hosting the latest Polycom, video and telepresence solutions.

A state-of-the-art demonstration vehicle is departing on a Europe-wide, nine-country mission to move business forward. Experience for yourself how businesses from large to small can get tough on business travel, save costs and increase efficiency as well as inspire smooth collaboration.

When

May 11th 2009

Where

Talk & Vision Netherlands

Information on:

www.talkandvision.com/events/11thofMay.html





Videoconferencing enables Canon to spend more time on its customers

Canon has been applying the Kyosei philosophy for many years. This Japanese concept for living and working together for the common good is the foundation of the company's socially responsible business policies.

This approach has led to, amongst others, videoconferencing. Videoconferencing has been used for communications with headquarters and the Canon Europe management team for a number of years, in particular to decrease travel expenses and the CO₂ footprint. Sharing knowledge and transferring information are other important facets that can be communicated through videoconferencing. Managing and keeping in close touch with

the sales force is also essential. Canon Netherlands, therefore, decided a few months ago to apply videoconferencing more widely.

The set-up

Country CBC Director Ron Jong, responsible for the Canon Business Center Sales channel for Canon Netherlands, uses videoconferencing regularly for meetings with the managers of the ten Canon Business Centers, spread throughout the Netherlands. Talk & Vision provided a videoconferencing system for all Business Centers, as well as the Dutch headquarters. "For the last three months I have contacted the Sales Managers four or five times a week using the videoconferencing system", says Ron Jong.

The fact that Talk & Vision could take care of the technological details via the MAVIS concept, was the decisive factor. "From a virtual meeting room I can reach anyone, even multiple

contacts whenever I want, in the exact same way as using the telephone. The Sales managers can also communicate among themselves via this secure virtual meeting room. These changes in communications save me a lot of time and it also saves a lot of fuel", states Ron Jong. Personal contact with the Sales managers is essential nonetheless. "I still want to communicate face-to-face as well. But only one in four meetings are in person nowadays."

Added value

"For Sales, the added value of videoconferencing is huge. The time savings are directly at the disposal of the customers. I initiate contact more often because the system can be used at any moment. We discuss the follow-up activities for marketing campaigns, decide on targets and discuss our response to competitors' actions immediately. Less important or more

continue next page

continue from page 4

sensitive, personal issues can also be addressed now, while these were not in the past due to the long list of agenda items. Ron Jong's assessment of the first three months is positive: "I like the hands-on management it provides. You create a common ground that makes it easier to initiate contact", concludes Jong. "Issues are clear faster, which leads to better results."

"We have asked ourselves how we can be closer to the end customer and will soon implement this through the decentralisation of our service organisation. It used to be managed by the technical department in Hoofddorp. Spreading the technical service among the ten Canon Business Centers requires extensive consultation and I am closely involved, both as Country CBC Director and as project leader. Videoconferencing

makes it easier. Looking at my personal situation, I estimate that without videoconferencing I would have to spend one and a half days a week more on this project than I do now."

Future

Even though the current applications are many, Jong is inspired and is already thinking of new options. He mentions, as an example, the 1500 sales force training course days. "The first product announcements are especially suitable for communication to the various Business Centers via videoconferencing. Or, for example, the New Year's address by our CEO in Great Britain. It is currently recorded, but it would be much nicer if it were live, using videoconferencing."

Ron Jong

About Canon

Over the course of its 70-year history, Canon has offered customers advanced image processing technology in the broadest sense possible. Canon is one of the most well-known companies worldwide with a nett annual turnover of 4,481 billion yen and with 131,000 employees at 239 locations.

Canon is working hard to develop environmentally friendly products.

Product development focuses on energy saving, environmental conservation and decreasing the use of hazardous substances. Canon spends 8% of the annual turnover on Research & Development. These efforts in more than 20 plants worldwide and in all National Sales organisations have been rewarded with ISO 14001 certification.

In 2007 Canon attained the following business successes:

- *36th place in BusinessWeek's ranking of "Best Global Brands 2007".*
- *Fortune's All Star list placed Canon at number 46 of the World's Most Admired Companies ranking.*



Canon

POLYCOM® RMX 2000™

The Polycom RMX 2000 real-time media conference platform delivers high performance video and audio conferencing to enterprises, service providers and any organization demanding high-quality, reliable communications.

Features

- Polycom UltimateHD™ — High-definition video (up to 1080p 30 fps), audio, and content sharing.
- Investment protection — Highly scalable, future-proof platform supports next generation distributed deployments.
- Fully unified communications with support for IP (H.323/SIP), PSTN, and ISDN on a single platform.
- Easy, secure access from anywhere — multi-tiered web-based management.



TANDBERG PROFILE

The next generation 1080p HD team collaboration solution.

The TANDBERG Profile brings colleagues face to face at the touch of a button through a user-friendly interface. Easily share presentations and multimedia to spark ideas and generate better discussions.

Features

- Large, widescreen LCD displays and the PrecisionHD 1080p camera are ideally placed on the TANDBERG Profile, so the team can truly see eye-to-eye.
- Connect at the touch of a button through a user-friendly interface. Share presentations and multimedia easily to generate better, more creative discussions.
- Powered by the Codec C60 with optimal definition up to 1080p HD, full HD collaboration and superior audio.
- Flexibility of environment with three display options: single 42" LCD, single 52" LCD or dual 52" LCDs as well as a choice of base configuration: Stand-alone option with foot attachment, wheel base for flexibility of movement, or a wall-mount kit for a smaller footprint.

TANDBERG



TANDBERG CODEC C60

The TANDBERG Codec C60 is the next generation, 1080p HD video collaboration engine.

Designed with the integrator in mind, the C60 provides the flexibility to incorporate HD video and collaboration into many more team-based applications. It can be integrated into meeting rooms, boardrooms and special industry projects simply and easily.

Features

- The next generation HD video collaboration codec for every team room.
- Standards-compliant 1080p solution — compatible with standards-based video without losing features.
- 720p30 HD embedded MultiSite with individual transcoding*.
- Ideal for team-based collaboration and industry application.
- Optimal definition up to 1080p.

Price is what you pay. Value is what you get.

Warren Buffet

The current economic situation requires a clear approach. You want to secure your company and guarantee revenue. This requires a way of working that is less expensive and more efficient:

VIDEO as COMMUNICATION TOOL

Lower costs, faster decisions, less travelling, effective use of work time and a better balance between work and private life are only a few of the advantages.

On May 11th, Talk & Vision and Polycom invite you to discuss real examples (Heineken) and get answers to questions such as:

- **How can video communication be used in my company?**
- **Which video services does my organisation need?**
- **What is my return on investment?**

On this very day, the Polycom Telepresence Demonstration Truck will be at Talk & Vision's headquarters in Linschoten so you can experience a live Telepresence demonstration.

When
Monday May 11th

Time
10 a.m. to 12 p.m.
or
2 p.m. to 4 p.m.

Where
Talk & Vision BV
Van Rietlaan 16
3461 HW Linschoten
The Netherlands
+31 (0)348 460006

Register on:
[www.talkandvision.com/
11thofmay_registration.asp](http://www.talkandvision.com/11thofmay_registration.asp)





Scott Taylor

In the series "Look Who's Talking" we are pleased to introduce the people behind Talk & Vision. This time we talk to: Scott Taylor (40).

In his rare spare time, you may find "tall man" Scott spending time with his 5 year old boy George. He also likes sports such as playing rugby and mountain biking in the forest near his home.

In the past 12 years, he has become renown in the videoconferencing industry as he is very dedicated to this industry. He was employed as sales manager, commercial director and support manager by Alcatel, Videocall and Margolis, where he gained experience in the development of new products and service management and where he was able to closely follow the growth of videoconferencing. He witnessed first hand the development of unreliable, ramshackle systems into

the current HD telepresence systems that use the Internet to provide high-quality images and sound.

What do you do at Talk & Vision?

"I am the Talk & Vision UK country manager and, therefore, responsible for promoting Talk & Vision's growth in the competitive British market."

What's the beauty of your job?

"The beauty of my job is taking on the challenge of building an UK team. As you can imagine, this involves so many different elements that every day is unique and very rewarding. And for the necessary "relaxing moments" I enjoy the beautiful view of London from my desk in City point."

What will be your biggest challenge?

"Finding good people to form part of our team. My main focus will be on services. The British market for videoconferencing is a competitive one and there are many suppliers. Achieving strong growth for Talk & Vision in a short period of time is, therefore, a big challenge."

What attracted you to Talk & Vision?

"I was aware of Talk & Vision and how successful they were but could not understand why Talk & Vision was not a big player in the UK. I thought I could help Talk & Vision to grow within the UK to become a major player."

Best advice you could give?

"Nice things happen to nice people!"

Can't do without?

"Indian food!"

In one year...

"I would like a large team in London and that Talk & Vision has become the largest video-managed server provider."



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Don't miss the next Visionary Newsletter coming out in June 2009.