

visionary

TALK&VISION

Newsletter December 2006



In this issue

Column	2
Talk & Vision @ Events	2
Customer Case	3
Talk & Vision News	5
Product News	7
Advertisement	9
Look Who's Talking	10

On the edge of the new year

Although the year is not over yet, you are looking at the last issue of Visionary for 2006. Traditionally, people start looking back at the end of a year, so let's not break with tradition. Let's take a look at what has changed in the videoconferencing sector, at our customers', and at Talk & Vision.

The sector has welcomed new players, most of them targeting customers interested in high-end "teleportation" solutions. It is perfectly legitimate to doubt whether this will make video communication available for a larger audience, but the sector is certainly benefiting from these vendors' big PR campaigns. The sector also introduced high-definition videoconferencing and showed record growth in the number of units shipped. Although HD significantly improves the video quality, there doesn't seem to be a direct link with the increase in unit sales.

Looking at our customers, we noticed that the size of the projects has considerably increased. Following the benefits of a more or less maturing market, more customers decided to implement video communication on a much larger scale than before. We also noticed that the majority of the projects use an IP network instead of traditional ISDN connections. And finally, personal video units are part of almost every project, indicating that video communication is entering the desktop environment. Obviously, we will see much more movement in this area in 2007.

Talk & Vision was also on the move in 2006. We not only opened our fourth office in Frankfurt, we also welcomed a record number of new customers. One of the main reasons for selecting Talk & Vision as preferred supplier is that we offer our customers a one-stop solution. We install the units, support the users, manage both the unit and the network components, set up the connections remotely where necessary, and launch promotion campaigns to stimulate the use of video communication. This powerful proposition attracted a lot of customers that outsource their entire video communication system to Talk & Vision.

We certainly cannot deny that 2006 was an interesting and successful year. The videoconferencing market is maturing and this offers you, our customers, significant advantages. On behalf of the entire Talk & Vision team, I would like to thank you for your trust in our company and wish you all the best for the remainder of 2006.



Sven Lagerweij
 Managing Director,
 Talk & Vision




Talk & Vision at ISE 2007 with 48m²!

Integrated Systems Europe (ISE) surprised the market and the exhibition sector, confirming that the exhibition organizers are set for a record-breaking show. During the last six months, ISE responded to the requests of companies anxious to participate in Europe's largest show for professional AV, videoconference, and electronic system integrators.

Over 11,000m² of space have now been sold, making ISE 2007 the largest show ever held. The ISE show will take place from January 30 to February 1, 2007.

Talk & Vision is, of course, part of this fourth show and will occupy a prominent place in hall 4, stand number Q80.

For free registration, go to www.videoconference.nl.





22,000 Achmea employees wish each other “bon appetit”

Achmea is one of the larger financial service providers for insurances, and bank and mortgage products in the Netherlands. Achmea is part of Eureko. This company employs a total of 22,000 employees who recently witnessed the spectacular introduction of videoconferencing when they were all given the opportunity to wish each other “bon appetit!”.

Achmea’s Group Facility Services organizes, coordinates, and procures supporting facility services and products for all of the employees working in six different divisions. This allows the employees to focus exclusively on their core activities.

“The facility services and products were offered in so many different ways that there was a total lack of uniformity,” says Ed de Rochemont, Manager Procurement Facilities. “Fragmentation no longer fits today’s business environment. To make the process even more efficient, we compiled the Products and Services Catalog in 2003, an internal catalog that contains all of the facility products and services that are

available to Achmea employees and covers everything from ordering coffee cups to booking meeting rooms.”

The results of a study that was conducted in 2005 led Achmea to add videoconferencing to the catalog. Although the organization was aware of videoconferencing as a communication tool, it was hardly used and seen as a boring and complicated piece of equipment that did nothing more than set up a connection to another location and transfer images in slow motion.

Following a sales pitch at the end of 2005, Talk & Vision was selected at the beginning of 2006 to replace the old videoconferencing equipment

with new systems and to implement the new uniform and standardized videoconferencing solution at the numerous Achmea offices throughout The Netherlands.

To ensure the videoconferencing system enjoys maximum utilization, Achmea and Talk & Vision organized a memorable, refreshing, and entertaining introduction. The introduction was considered key to radically improving the image of the existing videoconferencing system. All of the fourteen new systems were installed at the entrance of each Achmea office’s company restaurant, where they displayed a PowerPoint presentation that covered all of the benefits of videoconferencing. It also gave all Achmea employees the opportunity to say a live “bon appetit” to their colleagues who were lunching at the same time in other locations.

“To further strengthen this introduction, we also rolled out a

continue next page

continue from page 3



Achmea handyman (left) and Ed de Rochemont (right)

nationwide campaign. Posters, flyers, table cards with catchy slogans, and news flashes considerably increased the use of videoconferencing, which is even used daily now at a number of locations. Meanwhile, four more systems have been installed and the users are very enthusiastic,” continues De Rochemont.

“Our employees are now aware of the level of service they can expect and of the contribution videoconferencing makes toward durable entrepreneurship, an item that is at the top of Achmea’s agenda. We endeavor to work in a climate-neutral way, for example, by buying green energy and reducing fuel consumption by using cars less frequently so we can contribute to the reduction of CO² emissions. At the same time it is good to know that videoconferencing also helps increase business efficiency by drastically reducing the travel time between the Achmea locations.”

Extensive user training was not necessary, but Talk & Vision did organize a thorough training for the Achmea “handymen”-employees who are responsible for setting up the local connections. The handymen are also the first people users call upon for assistance if they have questions or problems. Talk & Vision also created special user instruction cards that provide logical step-by-step set-up instructions. If users still get stuck, they can always call the 24/7 Talk & Vision support desk.



**Ook bijdragen aan een schoon leefmilieu?
Dan is **videoconferencing** echt iets voor jou!**

Reserveer het nieuwe videoconferencingsysteem en vergader efficiënter, nog gemakkelijker én milieubewust, met maximaal 4 locaties tegelijk! Zonder extra kosten.

Bel met het servicecentrum van AFB voor meer informatie en reserveringen.

Duurzaamheid | We care
Achmea Facilitair Bedrijf

“We anticipate that our employees will soon see video communication tools as a good and reliable way of communicating, a real contribution to mobility and flexibility, and a positive contribution to the environment. Although video communication tools will not be

available on every Achmea desktop for a while yet, Talk & Vision will continue to closely follow the technological developments and keep us informed accordingly. This ensures that we are always up-to-date and remain innovative,” says De Rochemont.



Talk & Vision facilitates Belgian Superstar

“Steracteur Sterartiest” (star actor, star artist) was an exciting knockout competition in which famous Flemish artists competed against each other. For twelve weeks, the celebrities sang to raise money for a charitable cause they selected. Although there was a jury that passed comments, the viewers decided who went through to the next round. The finale was rendered truly magnificent by Talk & Vision’s videoconferencing skills.

For months, the people of Flanders were captivated by this live TV show. Every Friday night the show was projected onto a large, back-projection screen at the market square of the city of Wijgmaal. To ensure the finale received the publicity and magnitude it deserved, Talk & Vision arranged a video connection between the celebrities’ backstage area, and the presenters and the audience in the studio tent. Small detail: The engineers only had an ADSL connection at their

disposal. But by the time the show went live, all of the connections were working and everyone was very impressed by the quality and added-value of the video communication system.

The celebrities, the producers, and the audience highly appreciated this achievement. During various interviews for regional and national TV, radio, and the written press (O-Music, Radio 1, ROB TV, etc.), the Privy Councillor and Mayor of

Leuven, Louis Tobback, did not hide the fact that he was extremely proud that it had all been accomplished by a company from “his” city of Leuven: Talk & Vision. The winner, Stan van Samang, donated his prize of 25,000 to an organization called “Het Balanske.”

TALK&VISION
WWW.VIDEOCONFERENCE.BE

Wainhouse Research COLLABORATION SUMMIT BERLIN 2007



Andrew W. Davis

Talk & Vision to sponsor Wainhouse Research Collaboration Summit 2007 in Berlin

From April 23 to 25, the Wainhouse Research Collaboration Summit will be held at the Steigenberger Hotel in Berlin, the gateway between East and West. Talk & Vision will have a prominent presence as an event sponsor.

The summit has become the leading forum and exhibition for the conferencing and collaboration community. It brings suppliers, end-users, channel partners, and service providers together in an interactive forum. The 2007 event will be WR's third annual European conference and will focus on unified collaborative communications.

Wainhouse Research is very pleased to welcome Talk & Vision as a sponsor of the 2007 summit. Studies forecast the EMEA market for videoconferencing systems to grow at more than 15 percent a year over the next five years as more companies deploy video communications and as many companies upgrade to the latest generation of hardware. Today's business pressures and the well-known "flattening" effect that is eliminating

barriers to entry and barriers to outsourcing are factors that are driving more European enterprises to communicate and collaborate with their non-European counterparts. Combined with the increasing demand for IP network services, collaboration solutions in EMEA are heading for strong adoption over the next five years.

Andrew Davis, Managing Partner at Wainhouse Research, comments as follows: "Talk & Vision has distinguished itself as an innovative value-added reseller that is moving aggressively into the total managed services area, a market that Wainhouse Research believes will be critical to the future success of the collaboration industry. The company is also visionary in its approach to pan-European coverage and customer

support. Having Talk & Vision as event sponsor further strengthens the summit's position as the premiere event in Europe for the conferencing sector."

For Arend Jan Steenhuisen, Director of Market Development at Talk & Vision, the importance of the Wainhouse Research Collaboration Summit is that it is devoted to exploring all aspects of conferencing and collaboration technologies and solutions.

The summit brings together speakers from corporate and government enterprises to share their real-world experiences, WR analysts speaking on key technology and market trends, and thought leaders presenting their views on the future of collaboration. The event also features an exhibition hall for the leading suppliers in Europe.

www.wainhouse.com/berlin

Polycom® UltimateHD™

Tomorrow's opportunities will be seized by organizations of all sizes that can effectively meet, communicate and collaborate.

World-class collaboration requires easy-to-use technology that replicates the high fidelity, clarity, and efficiency of face-to-face meetings. Polycom – the world leader in voice, videoconferencing, and content sharing brings these technologies together in a next generation collaboration architecture called UltimateHD™.

Polycom® UltimateHD™ architecture enables the worlds most life-like and engaging experience that will make possible an entirely new class of conferencing and collaboration applications. Polycom UltimateHD solutions such as HD Voice, HD Video, HD Infrastructure, and HD Global Services will provide users the greatest visual, audio, and content detail in a multimedia collaborative meeting. This pure clarity, rich detail and fidelity will improve productivity and efficiency on a scale never before available in On-Demand or scheduled collaborative meetings.

- **Enhances productivity, effectiveness, and efficiency** – an engaging life-like experience that allows you to manage globally dispersed teams, speed time-to-market and build loyal relationships

- **Facilitates a new class of unified collaboration applications** – displaying details previously requiring face-to-face meetings are now possible and supported by UltimateHD applications
- **Ensures a lifelike user experience everywhere** – consistent premium experience from mobile, desktop, and conference room
- **Enables the next generation of unified collaboration** – conferencing, broadcasting, streaming and archiving
- **Becomes the collaboration core of any unified communications strategy** – leverages and enhances incumbent infrastructure telephony and presence-based systems
- **Provides unmatched flexibility** – Supports simultaneous On-Demand or scheduled HD collaborative meetings
- **Delivers quality without compromise** – only Polycom can provide all of the essential elements with best in class HD Voice, HD Video, HD Content, HD Infrastructure, HD Services

The UltimateHD architecture provides a structure for solutions make meetings as timely and engaging as face-to-face meetings. As a result, they are dramatically more productive than traditional remote meetings.

Experience the ultimate in HD conferencing

and win a Skype-certified Polycom Communicator

Tomorrow's opportunities will be seized by organizations of all sizes that can effectively meet, communicate and collaborate. First-class collaboration requires easy-to-use technology that replicates the high fidelity, clarity, and efficiency of face-to-face meetings. Polycom – the world leader in voice, videoconferencing, and content sharing brings these technologies together in a next generation collaboration architecture called UltimateHD™.

Convince yourself and experience the ultimate in HD conferencing, simply by contacting Talk & Vision for a complimentary demonstration in one of the studios.

For the first 50 demo bookings, Talk & Vision has a special Polycom Communicator.



Don't loose out on this unique opportunity and react today!
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Polycom® HDX 9000 Series

Offering a new level of video solution for customers who demand the very best in quality, flexibility, and usability.

When it comes to gaining a competitive edge, it's all about who has the ability to make better decisions, faster and more effectively. Your organization needs to be equipped to respond more quickly to customer demand, solve support issues, react to market opportunities, and battle competitive threats.

In today's global marketplace, only the absolute best will do — and Polycom's HDX product line is clearly the best, offering a video solution for nearly any application. It delivers the richest audio, clearest and sharpest video, most transparent technology, and easiest to use interface, all enhanced by world-class service and support. HDX products are built on High-Definition TV (HDTV) standards. In videoconferencing, HDTV enhances the overall viewing experience and eliminates meeting fatigue. Additionally, colors are more vibrant and realistic; movements are more sharp and smooth. This offers users the ability to interact more naturally, offering more than nine times the video quality of CIF video.

This exceptional user experience applies to sound, as well. Polycom's patent-pending Siren™ 22 heightens users' senses to new levels. HDX also incorporates Polycom's patented StereoSurround™ technology, bringing new life to each call. For a truly in-person meeting experience, video participants can hear remote participants' voices in stereo through left and right speakers. Yet, all this is accomplished with a single HDX microphone array, powerful enough to pick up even a soft voice at the far end of the room and transmit it to everyone on the video call.

HD Voice

- Hear every detail you want and none that you don't
- Voices, sound and music in the highest quality audio in 22kHz stereo with Siren™22
- StereoSurround™ separates multiple voices for conversational stereo
- HDX digital Microphone Array delivers flawless sound with extended 360-degree room coverage and immunity to cell phone interference

Application examples include:

- Teaching music over HD, allowing instructors to hear

each note, each pause, and provide a comprehensive lesson

- Doctors listening to a patient's heartbeat over distance using HD voice to determine if there is an irregularity or reason for concern
- Professional trainers interfacing with a diverse group of students can clearly hear and understand each person as if the trainer were in the same room

HD Video

- Make informed, real-time decisions with confidence
- See every visual detail flawlessly
- Read body language clearly; don't miss a single expression
- Bring the whole team together for critical decisions with 8-way internal multipoint capability and 6Mbps bandwidth support

Application examples include:

- Tele-psychiatry, where facial expressions, hand movements, and body language are crucial and must be seen in high definition
- C-level board meetings where HD video allows for clear, complete communications and realtime decisions
- Educators using HD cameras to show students underwater marine life in high definition during a marine biology class

HD Content

- Share every detail of your work; demonstrate your value!
- Share every input in native quality with up to (5) HD video inputs
- Connect HD doc cams, DVD players and more
- Share any media in high definition with full motion

Application examples include:

- Showing detailed board designs using an HD document camera so they can be approved overseas and can increase time to market
- Showing detailed spreadsheets and documents during management meetings to speed decision making
- Educators can combine content in high definition to show movie clips, blueprints, PowerPoint presentations and more to enhance the learning experience.

Experience the ultimate in **HD conferencing**



see **more**
hear **more**
achieve **more**

Polycom has transformed the whole collaboration experience with High Definition (HD) technology

Collaborate in HD – video conferencing as you always imagined it should be. Polycom offers not only HD video resolution, but goes beyond to deliver the UltimateHD™ experience, giving you a complete collaboration solution that supports – high quality voice, unified conferencing bridges, servers, streaming and recording solutions.



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TOGETHER. GREAT THINGS HAPPEN.



Ensure YOU Experience the Value - Only from Polycom Certified Partners



Onno de Hilster

In the series "Look Who's Talking" we are pleased to introduce the people behind Talk & Vision. This time we spoke with Onno de Hilster (41).

Field Engineer at Talk & Vision. Onno was born in Rotterdam where he lived for the first four of his life. Most of his memories are about Nieuwerkerk aan den IJssel where he lived the next fourteen years before moving to his current home town, Gouda, the city that is famous for its candles.

Onno is renowned for his technical skills. Basically, anything that has lamps is "his thing." A true inventor who puts others first and is always ready to help. After finishing school, he tried a number of different careers: He dealt in motorcycles, became a car salesman, and also spent some time in the building sector. Technology was all that was needed to get his attention.

What do you do at Talk & Vision?

"I am a field engineer, meaning that I deal with installations at the client's site in the Netherlands, Indonesia or anywhere else in the world where videoconferencing needs to be installed."

What's so nice about your job?

"The diversity. No two days are the same. I travel regularly, which is something I love doing anyway - you meet new people, see places you normally wouldn't see and it's a great experience."

What do you consider to be your biggest challenge?

"Making sure an installation works to the client's satisfaction, no matter

what it takes and regardless of local restrictions and weird situations. I'm a perfectionist so I always strive for the best."

What attracted you to Talk & Vision?

"When I started working at Talk & Vision, I just thought I'd give it a try and see where it takes me. But I soon started hating the weekends because they were so boring compared to the high-adrenalin workdays. For me, working at Talk & Vision is like having dinner at a six-star restaurant."

Best advice you ever received?

"Don't get involved with the wrong people."

Anything you can't do without?

"My cat. Spinner was part of the family for 20 years but died recently."

In one year...

"Talk & Vision will be well on its way to becoming the largest supplier of videoconferencing solutions worldwide and I am proud to be able to contribute to that."



Don't miss the next Visionary Newsletter coming out in March 2007.

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