

visionary



TALK&VISION

a KPN company



July 2009

Column	2
Talk & Vision News	2
Talk & Vision @ Events	3
Customer Case	4
Advertisement	6
Look Who's Talking	7

NEWS

Talk & Vision, a KPN company

July 1st marked an important day in the history of Talk & Vision. 11 years after Arend-Jan Steenhuisen founded our company, KPN has taken a 51% share in Talk & Vision.

This success merits recognition to our people, for all the hard work that they have put in over the years to achieve our current market position. The visual communications market is a mature and fast-growing industry, offering high-quality video communication solutions as an alternative to travelling. Using video communication as well as data and voice technology has been a logical, almost intuitive step forward. The ability to see one another is steadily becoming a requirement rather than a non-essential luxury.

Teaming up with a financially strong telecoms company with a large customer base and an international footprint has been a logical move for us, to facilitate the continuous growth of Talk & Vision within this booming market. Talk & Vision will still be called Talk & Vision, but it will become part of the Getronics organization, a 100% subsidiary of KPN. We will be able to combine our video expertise and fully managed services with the international IP network of KPN and the in-depth workspace knowledge and international coverage of Getronics. The current videoconferencing activities of Getronics will be integrated into the Talk & Vision operation, extending our customer base and our specialist staff.

Our objective is to provide only positive changes for you, the customer. We will still offer the service that is expected of us; product demo's will be given from our existing offices and your existing account manager and customer service team will look after you on a daily basis. Because this is what has made Talk & Vision what it is today. Do not hesitate to contact us if you require more information.

Sven Lagerweij
 Managing Director,
 Talk & Vision



A new face in the Talk & Vision management Team

As from 1 July 2009, Maarten van Heck joined the Talk & Vision management team. He will be responsible for the professional services department and for portfolio management at Talk & Vision, and he will also be in charge of managing relations with various suppliers.

Before joining Talk & Vision, Maarten set up and developed the Videocommunications department at KPN/Getronics, which has now successfully integrated with Talk & Vision. Earlier, Maarten had worked for several years at Call Center Solutions (KPN), where he was responsible for the portfolio management of corporate telephony in the business market at Getronics.



“Choose video as a means of communication”

Talk & Vision Belgium organized two ‘Video as a means of communication’ seminars on 23 and 28 April of this year. Round-table sessions were held to discuss the impacts of the economic recession, appropriate business practices and the return on investment (ROI) when using video communication.

Talk & Vision Belgium is developing an established pattern for such workshops, to ensure they are informative and interesting for all attendees.

“Price is what you pay, value is what you get”

This was the theme of a series of workshops which Talk & Vision ran in conjunction with Polycom on 11 May this year at Talk & Vision’s head office in Linschoten. The many delegates learned how companies can reduce their costs by means of videoconferencing.

In a relaxed setting, even featuring a unique coffee bar on wheels, the many opportunities offered by videoconferencing were discussed by the attendees over a cup of real Italian espresso.

They looked, for example, at driving down travel costs, time management, the benefits of managed video services and improvements in teamwork.

In the workshop on “Implementation of videoconferencing at Heineken” Ed Kroes gave his audience a detailed description of a real-case scenario. In his workshop, independent ICT consultant Pieter Nierop took a more in-depth look at videoconferencing in day-to-day communications.

Talk & Vision’s Brahim Radouane meanwhile expanded on the MAVIS range of services.

In addition, Polycom gave a live telepresence demonstration in its TPX Truck. For many, this interesting demonstration was a highlight. The success of this event has persuaded Talk & Vision and Polycom to organize more such meetings in future.





FUJIFILM Europe achieves substantial savings on business trips by videoconferencing

Talk & Vision supplies and installs European videoconferencing network.

Tilburg-based FUJIFILM Manufacturing Europe handles R&D, production, distribution and sales of photographic materials and offset plates for the European market, the Middle East and Africa and is one of FUJIFILM's largest production sites outside Japan. Talk & Vision installed a TANDBERG videoconferencing system in a number of FUJIFILM's European offices in 2008. This investment was prompted by the desire to cut expenditure on business trips.

European IT project manager Werner Verbist explains: "We were requested by FUJIFILM Europe's head office to take a more critical look at travel budgets and to examine alternative communication methods. Video communication was an obvious option,

and via Talk & Vision we trialled a TANDBERG pilot configuration, among others. FUJIFILM opted for TANDBERG based on criteria such as user-friendliness, connectivity and quality. Once the business case had been approved by the FUJIFILM management, the investment was made."

Videoconferencing systems are now installed in the Netherlands, Belgium, Germany, France, Italy and the UK. FUJIFILM Europe communicates in three different ways. A connection is established via the ISDN network for communications outside Europe. In addition, the MPLS network, a distributed network with other functionalities such as SAP, is also used. If the system communicates via IP/internet, TANDBERG "Gatekeeper" and "Border Controller" are also used to permit a secure connection to be established. Talk & Vision also installed the

TANDBERG Management System (TMS). This enables FUJIFILM Europe to monitor and measure video use and also calculate the payback time. Detailed data such as the number of video minutes used and the number of sessions is converted into statistical reports.

Werner Verbist continues: "Because FUJIFILM Europe works with Lotus Notes, Talk & Vision and TANDBERG linked the management system via an interface program so that the video bookings in Lotus Notes are automatically posted in TMS."

The videoconferencing facilities are now used not only for communications about progress among European project teams, but also intensively with other FUJIFILM locations in the US and Japan. A key user trained by Talk & Vision is in place in each office

continue next page

continue from page 4

with videoconferencing facilities. In addition, FUJIFILM Europe staff have been familiarized with the options, applications and benefits of video communication via the company intranet. The systems are now in daily use. The European team tasked with SAP implementation also makes frequent use of videoconferencing.

“Looking ahead, we plan to increase the number of locations with video conferencing facilities along with the expansion of SAP. “In addition to the economies we can achieve in terms of international travel costs, we also find that avoiding the risks inherent in business trips and the time savings offered by video communication are extremely relevant issues,” concludes Werner Verbist.

Werner Verbist



About FUJIFILM Europe

FUJIFILM Manufacturing Europe b.v. is one of the largest FUJIFILM production sites outside of Japan. FUJIFILM Tilburg develops, manufactures and distributes high-quality photo products from two integrated production plants. The first plant produces colour photo paper, and the second light-sensitive plates for the offset printing industry. Tilburg is responsible for R&D, production, distribution and sales of photographic materials and offset plates for the European market, the Middle East and Africa.

FUJIFILM Tilburg also develops new products for existing and new markets. In addition, Tilburg is home to the head office of FUJIFILM Europe b.v. With more than 1000 employees, FUJIFILM Tilburg has grown to become the largest industrial employer in Midden Brabant.

For more information please visit www.fujifilm.nl.

FUJIFILM



SMBs POSITIONED TO MAKE FASTER ECONOMIC RECOVERY:
**TANDBERG VIDEO CONFERENCING PROVIDES THE
 COMPETITIVE EDGE NEEDED TO COME OUT ON TOP**

TANDBERG QUICK SET C20

THE TANDBERG QUICK SET C20 PROVIDES ABSOLUTE QUALITY IN A COMPACT, SCALABLE, AFFORDABLE PLUG-AND-PLAY SOLUTION.

Small and medium sized businesses (SMBs) will lead the economic recovery in large part due to their ability to be more nimble and responsive to opportunities. TANDBERG has unveiled the **TANDBERG QUICK SET C20**, the first-of-its-kind 1080p video conferencing solution designed specifically to meet the unique needs of SMBs. Now, implementing high-quality, easy-to-use visual communications solutions, or expanding existing solutions, is simple and affordable without compromising on quality.

Comprising 90% of the world's workforce, SMBs are focused now more than ever on innovative ways to leverage opportunities and reduce operating costs. By eliminating the need for travel - whether a six hour flight to meet with a customer, or one hour spent in traffic traveling to a local office - the Quick Set C20 helps reduce costs and improve productivity, while bringing together employees, customers, remote experts and suppliers to

make faster, smarter decisions - all with an immediate return on investment.

In the past, smaller businesses dismissed video conferencing as a technology for larger global corporations, but that's no longer the case.

The TANDBERG Quick Set C20 is a complete visual communication package that includes a TANDBERG Codec C20, a high-resolution 1080p30 camera with 4x zoom, a remote control and a microphone. The system can be plugged into any high definition display for immediate video conferencing capabilities. The TANDBERG Quick Set C20plus is an enhanced offering that comes with a 12x zoom camera and the ability to select 1080p30 or 720p60 modes. Both Quick Set C20 packages have the ability to support dual screens for enhanced multi-media sharing and are supported by the **TANDBERG MANAGEMENT SUITE**.

TANDBERG QUICK SET C20: <http://www.tandberg.com/video-conferencing-integrators/tandberg-quick-set-c20.jsp>

TANDBERG MANAGEMENT SUITE: <http://www.tandberg.com/video-telepresence-management.jsp>



Rob van den Boomgaard

In the series "Look Who's Talking" we are pleased to introduce the people behind Talk & Vision. This time we talk to: Rob van den Boomgaard (36).

Rob has lived in Zoetermeer, a town not far from The Hague, almost all his life. Rob is the father of three young children and is married to Monique. The demands of work and family do not leave much time for his hobbies: church, photography, playing the guitar, movies, music, computers, wine, cycling and fitness. In his previous job in telecommunications, where he worked for over ten years, he spent a substantial amount of time travelling, which is how he got enthusiastic about videoconferencing.

What do you do at Talk & Vision?

"I am the Operations Manager at Talk & Vision. This means I have the fantastic challenge of delivering the hardware and services we have in

our portfolio. My goals are to further mature and grow the operations organization to increase our service quality so we are ready to meet tomorrow's demand for increasingly higher-quality videoconferencing services."

What's the beauty of your job?

"It's great to work with a team of young professionals with a passion for videoconferencing. Maturing the team is rewarding, especially since I can really use my personal experience. In addition, videoconferencing appeals to the imagination and, being the gadget freak that I am, it's fun to see all the new options and functionalities and to create something that our customers can actually use."

What will be your biggest challenge?

"Focusing on what needs to be done. There is a period upcoming where videoconferencing will expand its functionality more and more (desktop, telepresence, intra-company, home usage, integration with IT) so we need to make sure we have the right range of services, the right skills and the right people."

What attracted you to Talk & Vision?

"The potential of the company and its people culture. I've learned in the past that it's never about the technology; it's the people behind it that enable a value proposition. Talk & Vision does just that."

Best advice you could give?

"Nothing ever changes until you do..."

Can't do without?

"My wife and kids and my PDA phone. However, they may not always agree with the order I've just given them in ..."

In one year...

"Videoconferencing will have saved euros, CO₂ and marriages galore!"



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

Talk & Vision BV
Van Rietlaan 16
3461 HW Linschoten
The Netherlands
t +31 (0)348 46 00 06
f +31 (0)348 48 30 44
info@talkandvision.com
www.talkandvision.com

Talk & Vision Belgium
Interleuvenlaan 15E
3001 Heverlee (Haasrode)
Belgium
t +32 (0)16 74 54 05
f +32 (0)16 50 24 42
info@talkandvision.com
www.talkandvision.com

Talk & Vision Germany
Hanauer Landstrasse 291B
60314 Frankfurt
Germany
t +49 (0)69 710 47 51 12
f +49 (0)69 710 47 52 12
info@talkandvision.com
www.talkandvision.com

Talk & Vision United Kindom
1217 12th Floor City Point
1 Ropemaker Street
London EC2Y 9HT UK
t +44 (0)207 153 10 77
f +44 (0)208 895 40 01
info@talkandvision.com
www.talkandvision.com