

visionary

 TALK&VISION

Newsletter March 2008



In this issue

Column	2
Talk & Vision @ Events	2
Talk & Vision News	3
Customer Case	4
Product News	6
Advertisement	7
Look Who's Talking	8

10th Anniversary Talk & Vision

10 years of Talk & Vision, 10 years of focus on visual communication. Although the solution has been around for quite some time, only recently has it got the attention in the media we have so long hoped for.

When Arend-Jan Steenhuisen founded our company 10 years ago, no one had a clue what he was talking about when they asked him what he did for a living. Selling videoconferencing and making it work was more of a mission at that time, as technology was difficult to operate, hugely expensive and offered atrocious quality. As all this has changed today, Arend-Jan did the right thing to focus on videoconferencing from the start.

Talk & Vision has seen a lot of changes since then, apart from the transition our industry has been through. We started on the top floor of a small office building in Woerden, where temperatures could reach microwave levels between April and September. Moving to the ground floor did solve this, but also resulted in a continuous stream of visitors for the dentist next door.

From three employees 10 years ago, we plan to welcome our 40th Talk & Vision employee later this year. We used to have to climb over boxes to get to our desks; we are at present rebuilding our current headquarters in Linschoten, which will offer us more office, warehouse and demonstration space. We used to communicate by talking (and sometimes shouting) to each other in one office. Now we ourselves use the technology we sell to communicate efficiently between our five offices. Since offering our services to our first customer CMG (now LogicaCMG) we are now serving more than 300 customers globally.

A lot has changed over these 10 years, but not our two most important keys to success. 100% focus is one, on visual communication. This resulted in in-depth knowledge of this technology, that turned out to be very valuable today in a industry that is maturing quickly.

The other one is the people behind the name Talk & Vision. They have made our company what we are today and they will also work in the future to deliver the highest level of service to our customers, and to have fun.

So apart from thanking you, our customer, for your confidence in us for the past 10 years, I want to thank the people of Talk & Vision for their dedication.



Sven Lagerweij
Managing Director,
Talk & Vision



Talk & Vision @ CeBIT 2008

From March 4-9, 2008 the CeBIT fair is again being held at the Hannover Messe in Germany. CeBIT is the world's largest trade fair showcasing digital IT and telecommunications solutions for home and work environments. The 2008 edition is themed 'Green IT', especially to promote the positive effects ICT can have on the environment. That is one of the reasons why Talk & Vision will exhibit there.

In Hall 13, stand C20/2 visitors can find out about the current ins and outs of video communication. Statistics show that videoconferencing reduces business travel, thus bringing down fuel consumption and CO2 emissions. In the longer term it has a positive effect on traffic jams. Reasons enough to claim that videoconferencing is environmentally friendly. On a corporate level the use of videoconferencing emphasizes a business's social involvement and responsibility. An interactive 'green' calculator at the Talk & Vision stand not only allows visitors to have a chance to win great prizes, it also gives them a concrete insight into the savings a company can achieve by deploying video communication. The winners will be announced at the end of every exhibition day on www.talkandvision.com.

We look forward seeing you.





Talk & Vision's 'MAVIS' Front-to-End Service approach ensures a high adoption rate for videoconferencing

Talk & Vision's customers work more efficiently and see a quick return on investment

Video communication is rapidly becoming hugely popular with businesses worldwide. As a videoconferencing specialist Talk & Vision not only sells solutions and leads the scene; it clearly focuses on a large range of supplementary services, known as 'MAVIS' (Managed Video Services). This service programme is a front-to-end solution. Once a customer considers videoconferencing and contacts Talk & Vision, a dedicated project manager steps in who advises and ensures the start of all processes such as logistics, installation, onsite training of staff, an internal drive to familiarize users with the new communication tool and 24x7 global support.

Once the decision to adopt video communication as a business tool has been taken quite a few levels, departments and job functions are affected. The IT department is faced with a new technology and needs to create the infrastructure.

Questions like "Who will maintain and support the systems?" and "Who will be responsible for booking and properly setting up the meetings?" need to be answered. Employees will have to start considering video communication instead of booking a flight or boarding a train or car to meet up with colleagues from other offices. For almost a decade Talk & Vision has been very successful in guiding many customers worldwide through these steps.

When project teams spread over two or more locations are planning to meet via video, Talk & Vision can set up the connections remotely. People just have to walk into the room at the agreed time and the systems will already have been connected. It is Talk & Vision's experience that when video meetings are being set up in advance, people tend to meet more often via video, something that positively affects the return on investment period.

Naturally a 24x7 multilingual support helpdesk is available that offers services such as troubleshooting problems for around-the-clock support. Talk & Vision's helpdesk is also ahead of the game when it comes to network monitoring as they do this proactively via a remote PC connection. Potential problems in the installed base are noticed before they frustrate users. And system usage can be monitored to provide valuable management data and to help in calculating the return on investment period.

As people are creatures of habit, they tend to resist change, even when it can make their lives easier. Talk & Vision has experienced this internal challenge and has developed a usage & adoption programme that invites, stimulates and informs users continuously in order to maximise the use of video communication. And once the first users have seen the ease of use and experienced the advantages of meeting via video, they start to act as ambassadors and cause internal resistance to be broken down.

Sven Lagerweij, Managing Director of Talk & Vision: "Every organisation that is willing to invest in a visual communication solution, would like to enjoy the benefits of travelling less, work in a CO2 neutral way and increase the work-life balance of its employees should consider videoconferencing. And especially if a hassle-free approach appeals to you, the Talk & Vision MAVIS concept is a valid option. It allows organisations to focus on core business while we as specialists enable them to do so in a more time- and cost-effective way."

Talk & Vision's MAVIS programme is available in various packages and also for a monthly fixed fee.



Medical Center Rijnland-Zuid trains, meets and consults in videoconferences

Videoconferencing is crucial to building digital teams

The merger of Sint Clara Hospital and Zuiderziekenhuis in 2002 created Medical Center Rijnland-Zuid (MCRZ), a general hospital with 679 beds spread over two locations in Rotterdam. Location Zuider focuses on acute care, location Clara on elective care. The MCRZ focuses on the general care of patients in the region of Rijnmond.

Since 2005, the surgery department has been using the videoconferencing systems several times a day to handover patients and consult each other. The systems are also used to train interns and assistant physicians as well as to consult specialists in other hospitals.

A few years ago, MCRZ's surgery department saw a live videoconferencing link between the radiotherapy

department of the Rotterdam Dijkzigt Hospital and a hospital in the Dutch West Indies and immediately recognized the benefits. Dr. Erwin van der Harst, gastrointestinal surgeon and teacher at MCRZ explains: "The merger that created the MCRZ also dispersed the surgery department across two locations. We often use X-rays and CAT scans during meetings and patient handover. We missed the images during our phone meetings, which is why we immediately recognized the benefits of videoconferencing. The surgery department made the investment as part of the 'health care innovation project'. The use of telecommunication equipment considerably improved the collaboration between the team members who are dispersed across both locations. As a hospital with several locations, we noticed that you

can achieve higher standardization through videoconferencing."

The surgery department confirms that the availability of videoconferencing has improved communication about patients. Because the videoconferencing systems were immediately used for all kinds of meetings in the surgery department, everyone involved had a stiff learning curve. If there were any sceptics, the use of the systems quickly changed their minds. The doctors now have a lot of experience setting up video conferences, which is why the technology is now fully integrated with our daily activities. This saves us a lot of time, because we no longer have to travel between two locations.

continue next page

continue from page 4



About Medical Center Rijnmond-Zuid
The MCRZ is a big general hospital in the dynamic Randstad, with an interesting, heterogeneous and multicultural patient population. The MCRZ has virtually every basic specialism in house as well as a number of specialties such as interventional cardiology, dialysis, burn wound care, cardiothoracic surgery, Level III intensive care and neurosurgery. The hospital has the ambition of growing into a leading hospital, with professional quality and customer-service as its two most important pillars. This the hospital wants to achieve by 2010 when everyone will move into the new building.

Dr. Erwin van der Harst,
gastrointestinal surgeon and teacher at the MCRZ

The theoretical part of the training the interns follow in the surgery department is supported by videoconferencing. A weekly discussion group supervised by a surgeon is conducted through a videoconferencing link. An assistant physician gives a presentation after which an interactive discussion takes place between the attending assistant physicians at both locations. Every month, the Regional Training Committee uses a videoconferencing link to meet with members such as Daniel den Hoed Clinic and the Erasmus Medical Center in Rotterdam, and the Reinier de Graaf hospital in Delft.

Dr. Van der Harst concludes:
 “Talk & Vision really helped us choose the videoconferencing systems and installed them to our satisfaction. This technology has enabled the MCRZ to quickly integrate the two locations, which has standardized the workflow and training. We were created by the merger of two surgery clinics and two teaching hospitals in which videoconferencing played a key role. There is certainly a future for video communication in the surgery department. We’re thinking of adding another dimension to training by installing a system in the operating room.”





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SET ALARM FOR 4.00AM
TRAVEL TO AIRPORT
CHECK IN
GO THROUGH SECURITY
GO THROUGH PASSPORT CONTROL
WAIT IN LOUNGE
WAIT AT GATE
BOARD AIRCRAFT
TAXI FOR A WHILE
WAIT FOR SLOT
TAKE OFF
ENJOY IN-FLIGHT HOSPITALITY
EXPERIENCE TURBULENCE
LAND
TRAVEL TO MEETING
ATTEND MEETING
TRAVEL BACK TO AIRPORT
CHECK IN
GO THROUGH SECURITY
GO THROUGH PASSPORT CONTROL
WAIT IN LOUNGE
WAIT AT GATE
TAXI FOR A WHILE
WAIT FOR SLOT
TAKE OFF
ENJOY IN-FLIGHT HOSPITALITY
EXPERIENCE TURBULENCE
LAND
EXIT AIRPORT
GO HOME

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ATTEND MEETING
CARRY ON WITH REST OF DAY



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Cees Vink

In the series “Look Who’s Talking” we are pleased to introduce the people behind Talk & Vision. This time we talk to: Cees Vink (53).

Cees was born in Utrecht and was raised in Maarn in the centre of the Netherlands, where he still lives, in IJsselstein, with wife and children. Cees has a broad interest in many areas such as sports and culture. He enjoys riding his bike, walking and running. But he is also very much into listening to and watching music and any chores in the house are his department too. His most recent hobby is spending time with his granddaughter. His friends describe Cees as a patient man, sensitive to atmosphere and a true team worker. Prior to joining Talk & Vision, Cees was senior financial specialist at Eiffel, a consultancy and secondment company located in Arnhem. In this role, he worked at several companies as interim financial manager.

What’s your job at Talk & Vision?
“I’m Manager Finance. This means I

am responsible for anything related to finances in the company, including setting up the international financial structure that will allow Talk & Vision to expand its international reach.”

What’s the ‘beauty’ of your job?

“Talk & Vision is a young company experiencing strong continuous growth. Developments follow each other like a fast-moving train. I enjoy riding along on this train as the trail will lead us to the many destinations we want to reach as a company. The financial part of this, obviously, is a very interesting one.”

What will be your biggest challenge?

“I’ve been working at Talk & Vision for almost 2 months now and I can see quite a number of challenges. Most involve improvements. A satisfied client, both internally and externally, is high on my list. It is a never-ending challenge to achieve that.”

What attracted you to Talk & Vision?

“It is a small, growing and internationally oriented company. Lines are short and colleagues are very enthusiastic and involved with the company’s well-being. So it is fun to work for such a company. I felt that things ‘clicked’ from the start and that hasn’t changed since.”

Best advice ever?

“Be yourself. Don’t pretend to be someone else. Opening up and every now and then showing your vulnerable side doesn’t hurt. In the end, it is the result that is achieved with all involved.”

Can’t do without?

“The team, the colleagues, a good atmosphere. Achieving goals in a pleasant way. And of course, I can’t do without my wife, children, grandchild and others close to me.”

In one year...

“I want to look back to a good and successful year at Talk & Vision. And I want to be even more enthusiastic about the step I took. I hope to keep on enjoying all good things life has to offer, health and energy being very important in this.”

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