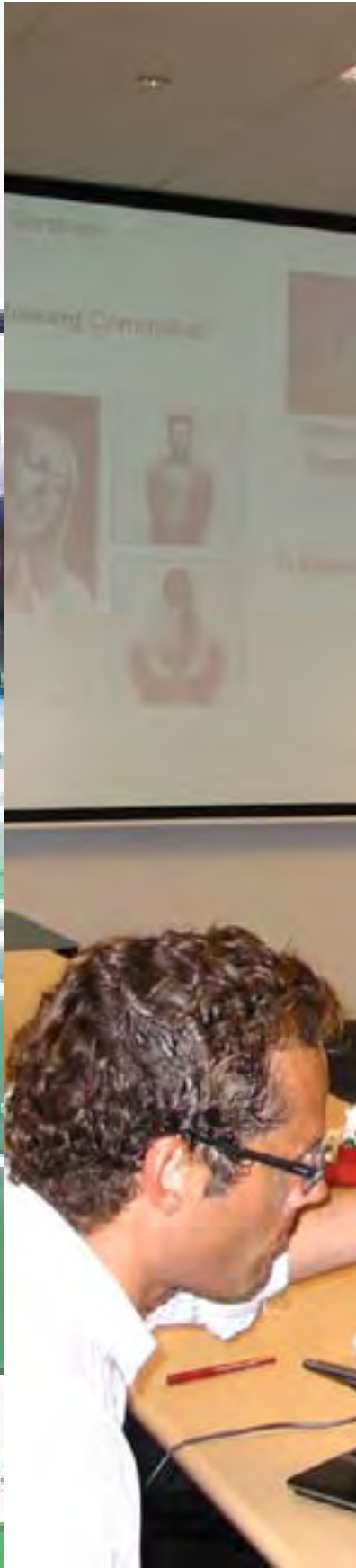


visionary

TALK&VISION

Newsletter October 2006



In this issue

Column	2
Talk & Vision @ Events	2
Customer Case	3
Talk & Vision News	4
Product News	6
Advertisement	9
Look Who's Talking	10

Talk & Vision

client proof today; but certainly also tomorrow

Talk & Vision has been in the visual communication industry for 8 years now, and we have seen considerable change since 1998. Whereas having audiovisual and ISDN knowledge was sufficient years ago, our support staff requires advanced network skills to meet today's customer's requirements.

As in the early days, the vast majority of the industry players still seems to have a large focus on technical features. Technologies like IP, 3G and HD do offer significant advantages to our new customers, but these improvements are not the main reason for implementing video within their organizations. A large part of the Talk & Vision customer meetings around video are about business benefits, return on investment and the organizational aspects of implementing video. And after the actual implementation it is the user who expects a trouble free experience from the first video meeting onwards. A user does not want to be bothered about the enabling technology and this is how it should be; his core business is different than ours.

Industry players like Microsoft, Cisco, Avaya and Nortel are about to take our industry to a next era. An era in which we can choose to go to the meeting room for a video meeting or stay at our desk. Whether we use the PC or the phone to attend the meeting is not really relevant, contrary to the user having a choice. And that is what counts.

The mentioned industry players will not only help to increase the awareness around the advantages of video, they will also actively support the transition of video communication from a 'nice to have' to a 'must have'. And Talk & Vision is absolutely ready for this development. As the specialist, we have been investing in 'tomorrow' from day one of our existence. This has never stopped, obviously. We will continue to invest in people, their knowledge, technology and new business models.

This Visionary's issue is different from what you're used to receive. It represents the new Talk & Vision house style, that reflects the way we partner with our customers. This combines a professional attitude and service level with a drive to make our company 'nice to work with'. The recent opening of our Frankfurt office proofs that we have serious ambition to expand our customer base also outside the Benelux.



Sven Lagerweij
 Managing Director,
 Talk & Vision




Integrated Systems Europe 2007

For the fourth year already, the ISE show (Integrated Systems Europe) will be held from January 30 to February 2, 2007.

Europe's leading AV and Electronic Systems Integration showcase is organized at the Amsterdam RAI. Top decision makers and leading institutional buyers from the Professional and Residential AV systems industry will convene at this major event.

ISE 2007 is fully established as the No 1 European meeting point for the AV Systems and Electronic Integration market and is seen as the essential show to attend for those seeking new ideas and to source the latest technologies in AV, installed audio, videoconferencing, control systems and digital display solutions.

Of course, Talk & Vision will also be present at this show with their own 48m2 custom made stand in hall 4, number Q80. We look very forward welcoming you then.

SigmaKalon

SigmaKalon is a worldwide player in decorative, marine, protective and industrial coatings. The company employs around 10,000 people in over 40 countries.

Videoconference is already a regular communication tool at SigmaKalon for about 7 years. Recently the company decided to re-invest in videoconference. Reasons and background are commented on by Sander van Buschbach, senior telecom specialist responsible for SigmaKalon's world wide area network.

What was the reason for SigmaKalon to start using videoconference in the first place?

"About 7 years ago, videoconference was selected as a means to decrease travel cost and to bring our communication on a higher level. Meanwhile technology progressed and improvements were required in performance and compatibility for multi conference sessions. This resulted in a new, economically justified investment in a state-of-the-art solution enabling professional communication with multiple (7) sites mainly for interconnectivity between the existing SigmaKalon sites across the world or related companies."

What equipment is SigmaKalon using?

"We now have 23 systems installed world wide, all in our main locations. Mostly TANDBERG 880MXP systems and some 1000MXP. We needed our equipment to be flexible, independent and enable SigmaKalon users to plan meetings. So along with the hardware we also decided for the TANDBERG Management Suite and Exchange integration."

Can you comment on the ROI and the specific qualitative and quantitative outcomes?

"The hard figures will become available after a full year of use. Initially we have to establish a routine discipline that videoconference is an ideal alternative for face to face meetings, reducing significantly the travel movements throughout the company. There is already a vast increase in the use of videoconference. And of course, it is improving our business communication that can't really be quantified. The main improvement is the IP integration

by using our backup lines (SDSL) for videoconferences. It creates a synergy in cost as we are using our own network for videoconference meetings without having any usage costs.

Our ISDN gateway allows us to set up connections with external contacts such as banks and suppliers and SigmaKalon sites that are still using an ISDN network."

To what extent was Talk & Vision involved?

"We selected Talk & Vision as our primary partner for installation and maintenance after internal test sessions with various business divisions. Talk & Vision had an advisory role and controlled the project management. Also, they installed the equipment centrally and at our sites worldwide. We were very satisfied with their involvement and are quite happy with the products they recommended."

What does SigmaKalon do to promote videoconference internally?

"Our General Management Board was very eager to re-introduce videoconference and sent that message across the company. We also communicated via our Intranet and the various test sessions before installation also motivated our people in using videoconference. And of course, training was also done by using the VC equipment with screenshots and PowerPoint presentations. A good example was set by our CEO who at one point, joined a meeting in Poland by videoconference making use of the various elements such as the 'far end camera', zoom options, PowerPoint, etc. It saved him 2 days of traveling, cost and valuable time."

What are your further expectations?

"We expect to further increase the use of videoconference and to make communication possible regardless of the business' infrastructure. This also means integrated webcam solutions and possibly PDA 3G connectivity."





Talk & Vision opens its doors in Germany

Frankfurt to become home base

The growth in the number of requests from Germany as well as the explosive growth in the number of www.videoconference.de visitors made Talk & Vision decide to open its first European office outside the Benelux countries in Frankfurt, Germany. Particularly because of its size, Germany is a very interesting and obvious country choice for video communication.

The very positive response of the manufacturers at the German Talk & Vision GmbH subsidiary indicates that also in Germany there is a need of a partner who is dedicated and able to take over all of a customer's video communications business. A supplier who provides hardware, takes care of all required maintenance and, above all, offers a broad range of service-oriented activities (Managed Services), can truly be called unique, also for Germany. This creates great

expectations and opportunities in the growing German economic climate. It is no wonder, then, that Talk & Vision has set the goal to claim 20% of the market share within 3 years.

The new German office is headquartered in Frankfurt, and will be managed by a very experienced ICT person. Thomas Flüchter (41) has 10 years of sales and marketing experience in various sectors of the ICT industry. His last position was that of Country Manager for Germany, Austria and Switzerland for the Swedish Netwise corporation. He also worked as Sales Manager for Avaya and Verizonbusiness (formerly MCI Worldcom).

TALK&VISION
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Talk & Vision's secret date

with world famous pop star Duncan James from boy's band Blue

It was all arranged in June: Duncan James, one of the four singers of Blue was coming to the Talk & Vision office in Leuven (Belgium) to meet and greet his fan club in Taiwan over videoconference. To avoid numerous fans at the front door and allow Duncan quality time with his fans in Taiwan, Talk & Vision kept this meeting very confidential.

On July 4th, 1pm, Duncan, his manager Victoria and two of his promotional staff arrived at the Mechelsestraat 147. The connection with Taiwan was already up and running and Duncan could start his video meet and greet immediately. The audience in Taiwan (mostly female fans) was hysterical

and very thrilled about the time and attention Duncan devoted to them. The quality of the connection was very good, much to the fans appreciation as they could now clearly see the latest acquired tattoo Duncan showed to them by opening his shirt. Over half an hour his fans could raise questions, receive Duncan's blown kisses, and even hear a quick word from Blue colleague Lee, who rang in the middle of the videoconference.

For Duncan, meeting his fans over videoconference is a regular activity. It allows him to also keep in touch with fan clubs in parts of the world he is not touring at that moment. Quite aware of the capabilities and advantages of

video, Duncan was very relaxed and presented himself to his fans as if they were in the same room with him.



TANDBERG



TANDBERG Edge 95/85/75 MXP

Connect team members for more productive meetings with the TANDBERG Edge MXP Series. These easy-to-install units turn a meeting room with a flat screen into an interactive situation room for improved teamwork and accelerated decision-making.

Other features

- Designed for medium to small meeting rooms
- Transforms a flat panel display into a high definition, interactive meeting space
- Join up to 4 video sites and 3 audio sites with optional embedded MultiSite functionality
- Best possible call for each MultiSite participant with rate matching and transcoding
- Powerful live presentations through one-step PC plug-in or LAN connection
- Choice of Network: up to 512 kbps ISDN or external network (H.320)/2 Mbps IP (H.323 or SIP)
- Superior video quality incorporating the H.264 standard

TANDBERG



TANDBERG Centric 150 MXP

Business-quality video communication for the individual workspace. This cost-effective solution is easy to use, provides embedded security and allows organizations to bring reliable, face-to-face communication to every employee. Use this portable system to place video and voice calls.

Other features

- Designed for personal video in any workspace
- Ergonomically correct camera & screen position
- Elegantly designed all-in-one system
- Business-quality visual and audio communications
- Simple user interface
- Up to 512 kbps IP (H.323 or SIP)
- Superior video quality incorporating the H.264 standard

TANDBERG



TANDBERG Centric 1000 MXP

For offices and small meeting rooms. State-of-the-art, compact, fully integrated system that delivers style and performance in equal measure. With this system on their desks, users can place calls quickly and get answers even faster.

Other features

- Designed for executive offices and small meeting rooms
- Ultra thin portable frame
- Powerful live presentations through one-step PC plugin or LAN connection
- Streaming capabilities
- Choice of Network: up to 384 kbps ISDN / 768 kbps IP (H.323 or SIP)
- Superior video quality incorporating the H.264 standard

TANDBERG



TANDBERG Centric 1700 MXP

Executive control center designed for offices, the 1700 MXP features a superior HD camera and a widescreen LCD. This fully integrated system operates both as a videoconferencing system and PC display, enabling seamless and real-time face-to-face collaboration at the desktop.

Other features

- Compact HD Camera
- All-in-one executive control center designed for offices
- Integrated 20" widescreen LCD
- Join up to 4 video sites and 3 audio sites with embedded MultiSite functionality
- Powerful live presentations through one-step PC plug-in
- Up to 2 Mbps H.323/2 Mbps SIP/2.3 Mbps total Multisite
- Superior video quality incorporating the H.264 standard




Sony PCS-HG90 codec

The Sony high definition codec offers low-delay, two-way communication to and from remote locations.

Sony has announced the introduction of the PCS-HG90, a High Definition (HD) codec that is suitable for applications that require real-time, low delay, two-way communication from remote locations.

Using the H.323 standard, the PCS-HG90 can support interaction between up to four sites simultaneously over an IP network. MPEG4-AVC coding makes efficient use of the bandwidth and offers a low-delay connection between different sites. This makes the PCS-HG90 suitable for live coverage, interviews and remote reporting in HD video quality with high quality audio.

Other features

- Supports the H.264 HD video protocol with compression of 1280 x 720 at 30P or 60P, and a network video transfer bandwidth of up to 8 Mbps using the H.323 standard for communication.

- Delivers a high number of connectivity options to meet the needs of professional users.
- The system can also deliver MPEG-4 AAC wideband stereo audio with stereo echo cancelling capabilities.
- An internal multipoint control unit (MCU) supports communications connectivity among four sites with site name display and full-screen views possible in broadcast and voice activation.



GET EDUCATED!
TANDBERG Webinar Series

Discover the Power of Videoconferencing

Imagine having a tool that allows you to collaborate with colleagues anytime, from anywhere; that is the power of **TANDBERG videoconferencing**.

Today's fast-paced business environment demands new processes and more efficient tools to increase productivity and accelerate decision making. This is why more and more organizations are deploying **TANDBERG's videoconferencing** solutions as a way to increase their competitive advantage by streamlining operations and improving business communication.

Beginning Thursday, October 5, TANDBERG will hold a series of Webinars that will take you through the latest technology developments and best practices. Join our panel of experts and hear how videoconferencing is no longer just a "nice to have" but an essential tool for today's successful organizations.

TANDBERG Webinar Series 2006:

- | | | |
|----------|----|--|
| October | 5 | Delivering the Best Video Experience with Optimal Definition |
| October | 19 | Highlighting the TANDBERG Content Server |
| October | 26 | Videoconferencing for Manufacturing |
| November | 9 | Exploring Videoconferencing as a Business Advantage |
| November | 30 | Real Time Advisor for Financial Services |



And Discover the Power of Videoconferencing

[Click here](#) to read success stories about how **TANDBERG** is helping businesses, government agencies, schools, and healthcare organizations change the way they communicate.



Martijn Blokland

In the series "Look Who's Talking" we are pleased to introduce the people behind Talk & Vision. This time we talk to: Martijn Blokland (34).

Sales Director Talk & Vision, born in the vicinity of Rotterdam where he lived most of his life so far. About 5 years ago he exchanged the hectic West for the more Burgundy South and he and his family now live in nice and friendly Boxtel (Brabant).

Does this mean he has more time for his hobbies? "I love to play golf and also surfing is on the top of my list but I seem to do it less and less which is also a result of my biggest hobby, my two children," says Martijn. With his bachelors degree in economics in his pocket, he started his professional career as a salesman in copiers and worked in the ICT world ever since.

What attracted you in Talk & Vision and where have you worked before?
Martijn has been working in the

videoconferencing industry for 4 years already. His last function was Global Account Director for TANDBERG, where he was responsible for several Dutch based multinationals such as ABN AMRO, SHELL and AKZO NOBEL.

Martijn: "in general this industry is a very dynamic one; we talk to leaders of all kinds of multinational companies to improve their communications. The technology is really adding value to their business processes, it enables their people to communicate more, quicker and at lower cost than normal traveling.

When you think of it, it is strange that in the majority of the cases we can only hear each other when we communicate. Adding a visual, a picture to the conversation will be key in the next few years in my opinion.

So working for the video communication specialist and market leader in this industry, is very attractive. Besides that, Talk & Vision has very ambitious growth plans for the future and I like to be creatively involved in achieving this success."

What's your biggest challenge so far?

"To find a new challenge every time. When you're in the middle of one, focus on how to solve it successfully, move on to the next one and repeat that process."

What's the "beauty" of your job?

"That you can make things happen that wouldn't have happened without you."

Best advice ever?

"Never promise something that someone else has to deliver."

Can't do without?

"Connectivity."

In 1 year...

"Talk & Vision will be on it's way to European Leadership in Visual Communications."



Don't miss the next Visionary Newsletter coming out in December 2006.

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