

visionary

 TALK&VISION

Newsletter March 2007



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Alternatives to CO₂

It's not just Al Gore, the "almost American president," who's having a go at the environment, CO₂ emissions and consequently, global warming. The Nicholas Stern Report also concluded that if we don't act, the overall costs and risks of climate change will be equivalent to losing at least 5 percent of global GDP each year, now and forever. On top of that, the United Nations added that sea levels will rise more than 85 centimeters this century. Luckily, more and more enterprises are adding the reduction of CO₂ emissions to the top of their agendas and are becoming more environmentally conscious. There is still time to avoid the worst impacts of climate change if we take tough action now.

The European Union only recently pushed several countries to further reduce their targets on CO₂ emissions. The Netherlands has to reduce their emissions by another 5 percent between 2008 and 2012, and Belgium was told to set sharper targets. The European Union wants to produce 8% less emissions in 2012 compared to 1990. This target was set in the Kyoto Protocol, which dates from 1997.

With so much renewed emphasis on reduced CO₂ emissions, the Internet offers a number of sites where people can quickly and easily calculate the emissions produced by their home or company. The number of kilometers driven plays an important role in CO₂ emissions. We did the math for Talk & Vision offices and the results were very remarkable indeed: every year, 30 football fields of trees would have to be planted to compensate for the company's CO₂ emissions we think that's an awful lot of trees!

I assume other Dutch CEOs will also have done the math and will have been shocked by the results or at least unpleasantly surprised by the numbers they had to face. There are ways to restrict CO₂ emissions. Think of hybrid cars, stricter travel policies and more people working longer hours from home. Another important contributor to the reduction of CO₂ is videoconferencing: an effective business communication tool that is easy to implement, maintain and use.

It would make an awful lot of sense if we all tried to reduce the traveling we do by 10 percent by using more video communication equipment in our daily business activities. Companies and governments should lead the way and provide an example to the wider business community.

It would also mean that we would all be positively contributing to the environment. And, I guess I don't need to tell you that using video communication equipment also saves quite a lot of money....



Sven Lagerweij
Managing Director,
Talk & Vision




Fourth ISE welcomes over 16,000 visitors

Integrated Systems Europe 2007 counted 363 exhibitors from 28 countries and visitors from around the world. This fourth show took place in the RAI in Amsterdam.

This European show was a clear testimony to the dynamic AV industry. The organizers have already announced that the fifth show, which will also take place in Amsterdam, will occupy even more halls and list more exhibitors!

Talk & Vision was prominently present with its own 48m² stand. A lot of visitors, customers and suppliers made their way to the booth in Hall 4 to hear the latest on videoconferencing and enjoy Talk & Vision's famous hospitality.

On the second day of the show, Talk & Vision organized its traditional, exclusive customer evening. This time, an American Ford 400 yellow school bus took the select group to the Ice Bar in Amsterdam. All of the guests wore the special warm pilot hats and gloves that were handed out to ward off the cold.





WR Collaboration Summit 2007 Berlin, Germany

Wainhouse Research analyzes the market trends, technologies/products, vendors, applications, and related services in the Unified Communications and rich media conferencing fields. They also organize events where suppliers, end users, channel partners and service providers come together in an interactive forum on unified communications.

The Wainhouse Research Collaboration Summit has become the premiere industry event for the conferencing and collaboration community.

The 2007 Berlin event will focus on new solutions for unified collaborative communications in government, education, and health, including IP telephony-based solutions (IPT), stand-alone rich media collaboration portals, and voice-video-web applications embedded in enterprise software as well as new initiatives in videoconferencing, including high definition and telepresence.

Likely presentation topics at this time include:

- Results of recent Wainhouse Research benchmark studies
- Leveraging IP telephony and VoIP towards a rich media collaboration environment
- Deploying an integrated software solution with embedded conferencing capabilities
- How conferencing managed services are evolving and integrating with enterprise solutions for both videoconferencing and IP PBX telephony
- Innovative applications of webcasting and videoconferencing

A special feature is a set of workshops integrated into the main conference agenda in order to give attendees an in-depth exposure to some of the newer technologies and solutions that are impacting the collaboration market. Potential workshop themes include:

- Integrating Microsoft, IBM, or Cisco Unified Communications to IP telephony and videoconferencing
- Understanding the benefits and costs of high definition videoconferencing

Talk & Vision is sponsoring this event and is looking forward to meet you in Berlin!

For more information: www.wainhouse.com

Talk & Vision to Sponsor "Opkikker" Foundation

For 2007, Talk & Vision selected the "Opkikker" foundation as its main focus of sponsoring. The "Opkikker" foundation focuses on children that have protracted illnesses.

Protracted or long diseases are very demanding on a child's perseverance and energy. The treatments, long stays in hospitals, insecurity, seeing friends that have a "normal" life....

Family life is also disrupted as every member goes the extra mile and sets aside personal and leisure activities. Then, of course, there's the question whether the loved one will ever be well again. In such circumstances, hope, no matter how little, is very important because it's experienced intensely and is seen as a main contributor to the mental stability of child and family.

This is why the "Opkikker" foundation organizes a full day of leisure and fun activities for children with protracted illnesses and their families. Not

only is the day itself special, but the anticipation towards the day is great fun, as are the memories that are talked about for years.

On March 24, the Super Opkikkerdag was held in the Eemhof in Zeewolde, the Netherlands. Over 200 guests from about 50 families were invited and over 80 sponsoring companies participated: from marines, CliniClowns, music bands, motorcycles, and the fire brigade to the police, artists and many more. Some 80 volunteers helped put this day together, from building the site to supporting the various activities. The evening before the event the staff was briefed to ensure they were familiar with the various families' special needs and the day's



attractions, which included a visit to a specially built police station, a ride in a Ferrari, a tour by helicopter, a visit to a nail studio, and much more.

In short, the goal is to make this a memorable day for all of the invited children and their families!

To find out more about the "Opkikker" Foundation, visit www.opkikker.nl





Ask the “Remote Expert”

Ask an expert anything from the comfort of your own classroom without having to be anywhere near the expert. This is exactly what pupils of a number of exemplary schools throughout the Netherlands are doing. IT enables pupils to enjoy a new way of learning by using a TV screen and a videoconferencing system.

Video communication is a modern and interactive IT solution that contributes to collaborative learning and distance learning in a number of ways. The education renewal project, “Remote Expert”, launched in 2004 by SURFnet and Kennisnet is a great success. A few of the Dutch “experts at a distance” are Maarten van Rossem, John de Mol, and Wim de Bie. Experts from Naturalis (the Dutch natural history museum) and fellow pupils of schools in Palestine have also participated in the program.

“What makes this project so special is that it is based on demand,” says Roland Staring, Product Manager at SURFnet. “The questions for the expert are all formulated and asked by the pupils themselves. In this way, they are actively involved in the gathering of information. It’s actually quite simple: So-called exemplary schools experiment with videoconferencing and book their own expert sessions via the website www.expertopafstand.nl. This also means that more schools can call upon the same expert at the same time, creating even more interaction and mutual cooperation.”

The sessions are closely related to current events and topics and, as such, add tremendous value to the pupils’ educational program. It also enables the pupils to become familiar with video communication and acquire presentation skills from which they will benefit in their later careers.

The objective of the “Remote Expert” collaboration project by SURFnet and Kennisnet is to make innovative, useable IT applications that are accessible to the entire educational arena on a wide scale. This joint project is a great success. “Because of the success, the number of exemplary schools was increased at the beginning of 2006, both in number and in target group. There are now 25 primary and secondary education schools and professional and adult schools participating in this project.”

Talk & Vision supplied about 30 TANDBERG videoconferencing systems and a network component, the border controller, for the “Remote Expert” project. “The reason why we are doing this project with Talk & Vision is simple. They are the experts in videoconferencing and have proven to

be very service and client oriented. In the future, this project will be further rolled out, will become more ambitious and will be available to an even larger target audience. It will become a ‘self-service’ offer. We are already working together with Talk & Vision to implement their helpdesk functions in our project,” says Staring.

Foundation Kennisnet ICT op school is the public IT support organization from, for and by primary and secondary education. The foundation looks after the interests of the Dutch education sector in IT, offers materials that help make choices for IT products and services, and supplies educational services and products for learning renewal processes.

SURFnet makes ambitious education and research possible to over 750,000 scientists, teachers and students in higher education and research in the Netherlands. This target audience has daily access to the Internet via SURFnet. As a result of continuous innovation, the users always have access to one of the fastest and most advanced networks in the world. In this way, SURFnet is able to build the IT base for innovation in higher education and research in the Netherlands.

Changing the way people communicate

TANDBERG, a Norwegian company, established its roots in 1933 and first launched industrialized VC products in 1991. Today, TANDBERG has over 40 percent market share, employs more than 900 people worldwide, and is active in more than 90 countries.

An interview with TANDBERG's Vice President Technology and "evangelist," Allan M. Bjørnstad: "Visual communication is a must have, not a nice to have."

TANDBERG's mission is to "change the way people communicate."

What do you mean by this?

"We want to provide customers with technology that enables them to communicate more efficiently. This also means that we need to move away from the term 'video conferencing.' Over the years, this term has taken on a negative connotation: video conferencing is all about technology and cost savings and not at all about increasing productivity. 'Visual communication' is the term that far better encompasses what it is all about. Visual communication helps accelerate the decision-making process: it unifies communication, contributes to the work/life balance and it helps scale competence. In other words, visual communication completes the circle."

Can you elaborate on this?

"People are 'built' to communicate using all of their senses. E-mail and audio lack the visual dimension of video. There is no confusion about how to interpret copy or in what way things are said as body language and eye contact immediately complete the picture. No need for endless e-mails or additional clarification.

Imagine your company has offices in several cities, across Europe or around the globe... just think how beneficial it would be to be in touch with peers and colleagues in different locations where there are ample opportunities for visual communication.

And in trying to find the right balance between your professional and social life, visual communication will enable you to be as productive as you can even if you're working from home.

Or suppose you are in need of expert

information. Just think how efficiently visual communication can bring you in contact with experts to discuss the critical issues you have at hand. Not to mention all the related cost savings." A good example is SURFnet's customer story in this issue.

Why do you believe the time is right for a new mindset?

"The technology was not ready to add visual communication to the range of business tools, which is why it was not integrated in business processes and people were not ready to accept it. People are much more receptive now. This is a logical result of the technological developments in the home: e-mail, Skype, Messenger etc., have paved the way for the video element. Recent statistics indicate that the use of video has even surpassed the use of audio on these publicly available tools! You can't even buy a mobile phone anymore without a built-in camera function. So people are getting more and more used to technology and the related developments. This is being clearly translated into the market, and businesses are forced to have the same tools in their offices as people are using at home. User trends are changing, and are now becoming demand driven."

"Natural Communication" is a expression you use in TANDBERG's vision.

"Yes, indeed. For people to communicate naturally, they need to see each other. So if you provide the visual element for your clients, they will change the way they communicate.

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Allan Bjørnstad, TANDBERG's Vice President Technology, has over 18 years of experience in the IT and telecommunications sector, 13 of which he has been with TANDBERG. Prior to his role as VP Technology, Allan held the position of Vice President EMEA, with responsibilities for product support, services, alliances, and training. Allan is a frequent industry spokesman.

He holds a Bachelor of Science in Electronic Engineering and certificates in management and business.

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The other part of “natural” is that you can take the technology with you wherever you go: the office, home, or on a boat in the middle of a lake. Technology should not be a barrier. The expertise is on your PC or mobile phone and enables you to always have a visual element available.

The communication doesn't have to take place real-time either; a recorded presentation or conversation held by a colleague that is real-time sent by e-mail still enables you to participate whenever you have a free moment. We need to change the perception that the visual element is a nice to have: it is a must have!”

Organizations are becoming more environmentally conscious.

How does that reflect on your company?

“Well, to start with, TANDBERG has a dedicated person who focuses 100 percent on the company's green elements. Recycling, for example, has become a natural process in

our business. All our equipment is manufactured in line with the RoHS environmental guidelines and can be recycled. The same goes for the packaging. Our internal meetings are, where possible, held using visual communication to save on carbon emissions, and the majority of our employees have visual communication tools at home. You can calculate your own impact on the environment if you go to <http://www.tandberg.com/nl/seegreen/index.jsp>”.

What would you recommend today and tomorrow's business community?

“Remember that visual is natural, it is a perfectly ‘normal’ day-to-day communication tool. It is reliable, easy to use and of good quality. Visual communication tools will reduce the executives' traveling time, making them much more accessible. And it is easy to calculate the return on investment of your own visual communication system by filling out the Business Advantage Calculator on

our site (<http://www.tandberg.com/nl/en/services.jsp>). It also provides a Usage and Adoption tool.

Fifty percent of a successful visual communication implementation is based on technology, and 50 percent on internal training and promotion, meaning means helping users understand how the new system will increase their efficiency. It's a classic push-pull situation.

People who talk about productivity and the environment are the right people to address: the executive users, the productivity champions, and the so-called Internet generation.”

Editor's note: To go easy on the climate and conduct this interview more efficiently, we conducted it over video. I was very impressed with the quality and now clearly understand what Allan was talking about in the interview: visual communication is not only about saving travel costs, but also about having efficient meetings. ■

PRODUCT NEWS



Polycom® RMX 2000™

The Advanced Platform for Simplified Multipoint Conferencing

The Polycom RMX 2000 real-time media conferencing platform leverages IP to simplify the delivery and management of multipoint video and unified (video, voice, content) conferencing services within enterprise and service provider IP networks.

The RMX 2000 real-time media conferencing platform is based on the Advanced Telecommunications Computing Architecture (AdvancedTCA®) for the optimal delivery of crisp, sharp video, audio, and multimedia content. This standards-based platform, created specifically for the delivery of advanced communications, ensures superior performance, product reliability, and manageability. The RMX 2000 conferencing platform incorporates a modular, IMS-ready design to provide maximum deployment flexibility and scalability.

Easy to set up, easy to use, and a powerful tool for collaboration, the RMX 2000 real-time media conferencing

platform provides intuitive, high-quality conferencing to end users, and unparalleled flexibility and control to administrators. Its straightforward user and administrator interfaces enable consistent, in-person communications experiences without cumbersome technology roadblocks, thereby increasing productivity and speeding conferencing adoption.

Other features

- AdvancedTCA platform – Delivers performance, reliability, and manageability
- Flexible IMS-ready modular design – Enables streamlined traffic flow and mass scale
- Ultra high-speed internal and external connectivity – Fast content delivery, extreme low latency
- Multi-tiered Web-based management – For easy, anywhere secure access
- Always-on virtual meeting rooms – Allow anytime, on demand conferencing



TANDBERG Experia™

Experia™, the adaptive telepresence solution from TANDBERG that creates the optimal across the table visual communication experience. Quad 50" plasma screens, TANDBERG's Precision HD™ cameras and directional CD-quality audio combine to provide a highly interactive forum for collaboration.

With the simple touch of a button, plan strategies, strengthen relationships and finalize decisions with executives from around the globe.

Other features

- Designed to deliver the telepresence experience into existing room environments
- Wireless touch-panel control
- Simple and intuitive
- Join up to 4 sites for multipoint telepresence calls
- Interoperable with any standards-based H.323 system
- 8MB of bandwidth required for optimal telepresence experience
- High Definition video (720p) @ 30FPS



TANDBERG Entrypoint™

Entrypoint is a network device that enables simpler video access into an organization through intuitive menu systems. One main address or number can be distributed to customers and partners, allowing instant access to specific resources within the enterprise. Ad-hoc accessibility means no advance planning from IT is required to enable video users outside of your network to connect with you.

Other features

- Fully integrated, easily configurable unit
- Compact size: 1U tall and 19" rack mountable
- Front LCD panel for ease of configuration
- Ad-hoc accessibility
- Simplified video calling between the public and the company
- Fully managed by TANDBERG Management Suite (TMS) v11.7
- Customized welcome screen, menus and phonebooks
- Easy to use, plug-and-play technology
- Supports network and video equipment from multiple vendors



ARE YOU TRULY A GREEN CFO?



Being socially and environmentally responsible is increasingly expected of organisations. We all must do our part to minimize global warming, but did you know that through videoconferencing you can reduce carbon emissions while also helping your organisation operate more efficiently?

TANDBERG videoconferencing solutions let you meet face-to-face with colleagues anywhere, at anytime, without necessitating extensive travel, thus reducing carbon emissions.

See: green. Help reduce air pollution by reducing business travel.

See: balance. Reduce stress and let your team operate at peak performance.

See: productivity. Spend time communicating, not travelling.

TANDBERG
See: performance

Find out how TANDBERG can help you See: green!

Visit www.tandberg.nl/seegreen

TANDBERG
See: green





Anke van der Heijden

In the series "Look Who's Talking" we are pleased to introduce the people behind Talk & Vision. This time we spoke with Anke van der Heijden (46).

She was born, raised and is still living in Gouda. Together with her husband and two sons of 8 and 9, Anke has been living on the outskirts of Gouda near Haastrecht for almost 8 years now. This means that Linschoten, where Anke works, is less than half an hour's drive. Anke is down to earth and loyal. After finishing secondary school, she held a number of administrative jobs: bookkeeping, salary administration, and accounts payable and receivable in some three different organizations. She's an enthusiastic skier and tennis player and also enjoys long walks. She also enjoys making videos and editing them on the computer.

What do you do at Talk & Vision?

I started working at Talk & and Vision in Linschoten in mid-August 2006. I help Oksana Schippers with the bookkeeping.

What's so nice about your job?

I get to work with all aspects of bookkeeping, and accounts payable and receivable. I feel responsible for what I do and enjoy the collegial atmosphere.

What is your biggest challenge?

Improving the administrative system in such a way that invoices are paid on time so the accounts balance at the end of the month.

What do you like about Talk & Vision?

The products and their underlying technologies, but also the people who work for Talk & Vision: they are passionate about their work and have managed to create a great atmosphere.

Best advice you could give?

Don't make promises in a bout of emotions.

Can't do without?

My husband and my children.

In one year ...

The finance department will be even more international.



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@videoconference.nl
www.videoconference.nl

Talk & Vision Services
Pompoenweg 9
2321 DK Leiden
The Netherlands
t +31 (0)348 46 00 06
f +31 (0)71 576 04 56
info@videoconference.nl
www.videoconference.nl

Talk & Vision Belgium
Mechelsestraat 147
3000 Leuven
Belgium
t +32 (0)16 74 54 05
f +32 (0)16 50 24 42
info@videoconference.be
www.videoconference.be

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@videoconference.de
www.videoconference.de

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