Busy summer months

Some of us went on vacation, while others continued working in order to provide you with the level of support you’re used to. This year, however, Talk & Vision took its support activities one step further and used the summer to prepare the opening of its fifth office in Europe, which took place in August. We will now be able to serve our growing customer base in the UK from our new offices at Hillswood Business Park in Chertsey.

Talking about customers... Also in August, Talk & Vision signed a framework agreement with TNT, a global player in the postal and courier market, after having been selected as their global videoconferencing provider. Talk & Vision will provide the products and the services that will enable some 200 TNT locations around the world to use videoconferencing. The implementation of videoconferencing is part of TNT’s Planet Me project, which is part of a group of initiatives with a common driver, namely the reduction of CO2. And as I’m sure you all know by now, videoconferencing helps achieve this.

Just before summer, you will have received the customer survey we sent to some 250 of our customers. We’ve done this a couple of times before, but as of 2007 we will be asking you for your opinion twice a year. This will give you the opportunity to tell us how we are doing. Although we are pretty happy with the way things are going, we will apply your feedback to the areas in which you think we need to further improve the quality of our support.

Equally important for the future of our company is the outcome of our employee survey, which was recently conducted. Our account managers, engineers and helpdesk staff work with you on a daily basis and have valuable input that helps us improve as a company as well. We are very pleased to have a dedicated and motivated group of people on board without who we would not be where we are today.

Enjoy reading this Visionary!

Sven Lagerweij
Managing Director,
Talk & Vision

VO.IP Germany

On October 30 and 31, Talk & Vision Germany will participate in VO.IP Germany. This event is all about communication being a matter for management. This is not only the result of recent studies, it’s obvious. How do we, as a company, communicate with our clients? How can we optimally support the communication aspects of our business processes? Which services and possibilities may even be brand new? All-IP, VoIP and IT/TC are all technologies that help achieve a goal. But convergence has a much farther reaching impact on business communication than was ever thought or experienced. Convergence is a strategic management decision because in the end, it is about the way our company will communicate in the future. Convergence determines the boundaries of doing business.

www.voipgermany.de

Talk & Vision Belgium
First Client Event

Talk & Vision presents @ Business Travel Show
Talk & Vision presents @ Business Travel Show

The Business Travel Show took place in Düsseldorf, Germany, on 5 and 6 September 2007. Talk & Vision was there to educate the market and, more importantly, the travel managers, about alternatives to driving or taking trains or airplanes, especially now that more and more companies are increasingly aware of their carbon footprint.

One of the conclusions of attending the trade show is that travel managers are involved in finding new ways to reduce traveling and the associated costs. Purchasing managers, too, have expressed their interest in obtaining an overview of alternative means. Talk & Vision successfully demonstrated video communication as a collaboration platform for team members if they are, for example, geographically separated; this as an alternative to physical presence. The focus was clearly on improved work-life balance, and a professional trainer made sure the message – or should we say massage – was properly conveyed…

Talk & Vision Belgium
First Client Event

On June 15, 2007, Talk & Vision Belgium held its first ever client event, which was specially organized for their most important clients. The event was held at and around the Zolder racetrack.

The invitation promised that experienced racing car drivers would teach the guests the tricks of the trade so they could hit the track and run their own best lap time.

Drifting, which consists of getting the car to go sideways, was practiced in BMWs. The controlled play between the accelerator and the clutch sends the car swerving down the track. The slalom was also practiced on a particularly curvy track. The drivers with the fastest lap times were wholeheartedly cheered.

The afternoon was followed by an informal dinner at the racetrack’s thematic café.
Talk & Vision is implementing its ambition to become the European leader in visual communications by opening a new office in the United Kingdom. The United Kingdom is Europe’s largest visual communications market. Talk & Vision will continue to focus on the managed services approach by offering customers the ability to completely outsource their entire videoconferencing base to Talk & Vision.

Ray King, a seasoned expert in the videoconferencing industry, will advise Talk & Vision during the setup of the UK office. A former director of Picturetel, Ray brings 32 years of experience in this market to Talk & Vision. Talk & Vision’s sales director, Martijn Blokland: “We’re very glad to have Ray on board. His knowledge of this market gives us a jumpstart in Europe’s most important market.”

The office will accommodate full demo facilities and is close to the offices of partners, such as Polycom and Tandberg.

In past years, Talk & Vision opened offices in Leiden, the Netherlands, Belgium and Germany as part of their international growth strategy and will continue to do so in the coming years.

Preparations for the next new office – to be opened in 2008 – have already started.
The Belgian Test-Aankoop/Test-Achats – established in 1957 by a group of volunteers – is an established name. The consumer organization conducts comparative tests and then promotes the products or services with the best price-quality ratio. The company actively looks for solutions for Belgian consumers and helps them assert their rights. Test-Aankoop is part of Euroconsumers, the umbrella organization of European consumer organizations in five European countries. Last summer, Talk & Vision installed videoconferencing systems in Lisbon, Madrid, Milan, Paris and Brussels. The members of Euroconsumers can now meet face-to-face with consumers in other countries without spending expensive travel time in trains or airplanes. It goes without saying that international meetings run much smoother and more efficiently.

Cross-border collaboration is only efficient if the parties can communicate efficiently. At Test-Aankoop, the people involved believed that visual communication was the best way for them to make decisions faster and save travel costs. It was up to IT and infrastructure manager Eddy Lootens to look for a new, umbrella system for all of the members of Euroconsumers. “We didn’t go out on a limb. Our new videoconferencing system had to meet a number of specific requirements. It had to allow for a difference in quality when meeting with participants from different organizations and hence with different networks, the so-called ‘multi-conference,’” explains Lootens. User friendliness was also an important issue. The technicians were not supposed to have to help during the meetings. Test-Aankoop wanted a videoconferencing system that the employees could book and run on their own, without technical assistance.

For the integration, Test-Aankoop selected the Talk & Vision specialists, who seamlessly integrated the network of videoconferencing systems with the organization, organized user training courses, and met Test-Aankoop’s requirements. Eddy Lootens: “Talk & Vision helped us see the wood through the trees; the clear advice combined with their knowledge got us where we are now.”

In the summer of 2006, Talk & Vision installed TANDBERG systems in Brussels, Milan, Madrid and Lisbon, where some 150 users have access to advanced visual communication. In Paris, where the office only has some 20 employees, a system was finally installed after some hesitation. “The lady working in Paris has told us many times over how happy she is with her system, a desktop version,” explains Lootens. “She can participate in international videoconferences, which has already saved her numerous train trips to Brussels, because she can now meet through video.”

“Just thinking about conference calls tires me out,” says Lootens. “A two-hour video conference is a lot less tiring. People are very happy that it is so easy to share their presentations and other documents through visual communication.”

Videoconferencing will continue to play a big role in Test-Aankoop’s future. Eddy Lootens concludes: “We’re talking to Talk & Vision about expanding the network where needed. We’re also thinking of video conferences via laptops. Videoconferencing has made us more efficient, saves us time, and has reduced travel costs.”
Tandberg has a clear financial focus

Interview with TANDBERG’s Global Bank and Finance Practice Leader, David G. Luff.

TANDBERG has committed to a vertical focus in several industries. Why is that?
We focus on several vertical industries, which include Banking and Finance, Manufacturing, Energy, the Government, Education, and Medical. We have found that bringing in industry practitioners enables us to help our sales teams and customers in a number of ways. It allows us to

• better understand the customer’s needs and the way they do business;
• create usage applications that are more specific to their environments and needs; and,
• have a higher degree of credibility as we are able to provide more advisory and educational support to customers as they contemplate how they might deploy our technology to help them run their businesses.

What does your company do to accommodate the financial services sector’s specific requirements?
The question of how videoconferencing supports this sector is a broad one, as I believe the potential uses are still untapped and numerous. Broadly speaking, we typically support a financial institution by enabling natural communication within “permeable boundaries” across their biggest constituent groups: employees, partners and customers. In other words, our solutions allow financial institutions to connect anytime, anywhere with each other, their supply chain and their customers.

However, the specific vertical approach TANDBERG takes is one of push and pull; by that we mean that some elements are developed proactively and for other elements we need to “teach” the market how this technology can help them with their internal and external business processes. But it mainly involves a dedicated and knowledgeable account manager who is attuned to our customers’ needs and can listen, be their sparring partner and their TANDBERG “advocate” in order to translate their requirements into new products, applications or uses.

Can you give a few examples of recent results?
Based on our experience working with several of the top 25 global banks, TANDBERG developed a usage assessment model for videoconferencing deployments, which helps guide customers through the benefits for their organization. We’ve also developed a solution that is tailored to the needs of banks: TANDBERG’s Real-Time Advisor™, a customer-facing application that enables banks to connect remote subject-matter experts with customers anywhere, anytime. The
New England Credit Union in Australia uses the solution to enable customers to have face-to-face meetings with financial experts they would otherwise have to make appointments with months in advance. This not only boosts customer satisfaction, it also generates business.

A lot of early adopters went away because of the poor quality and compression issues. Thanks to the technological advances of the last few years, we’re seeing renewed interest in and excitement about how videoconferencing technology can help global financial institutions improve their business processes and achieve new levels of operational efficiencies, and help them achieve certain green goals. The recent introduction of Telepresence solutions has also opened up the market for video communication at the corporate level.

However, based on more than fifteen years experience in this market, we realize that today’s businesses need end-to-end solutions. Video communication is not limited to the boardroom anymore as mobile video capabilities are also becoming more critical to certain industries, for example, in the insurance industry.

TANDBERG Fieldview™, a digital camera with instant video streaming capabilities, enables experts in the field to assess an incident and send live images to the underwriter in the office so they can see the status of the damage in real time.

What can we expect from TANDBERG specifically for the financial services sector in the future?
Expect to see more focus on unified communication and collaboration, freeing customers from conference rooms to deliver video at point of need. There will also be more focus on revenue generating activities on trading floors, retail branch banking, and more mobility or mobile video applications. All I can say is watch this space...

Links
Fieldview™: www.tandberg.com/products/mobility.jsp
Real-time Advisor™: www.tandberg.com/collateral/TAN_Solu RTA.pdf

To satisfy our company’s continuing growth, we are looking for suitable candidates to expand our team at our headquarters in Linschoten:

**INTERNAL SALES REPRESENTATIVE**
(Full-time)

**HELPDESK ENGINEER**
(Full-time)

For the job descriptions, profiles, and information on how to apply, go to http://www.videoconference.nl/vacatures.asp
POLYCOM HDX 4000™

Effective office communications with the ultimate in desktop audio, video and content.

Whether connecting colleagues across campus, or teams around the world, the ability to communicate in real time, right from your office is essential, if not critical, to conducting business. The Polycom HDX 4000 series is clearly the best video solution for nearly any application – from executive meetings to disaster recovery. 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.

In the course of business, organizations experience emergency management updates that require an immediate response, weekly calls with sales, quarterly all-hands updates, and critical meetings with board members. Polycom HDX 4000 enables you to conduct these communications from your office – in real time, in high definition.

The Polycom HDX 4001 and HDX 4002 systems are powerful desktop video conferencing solutions designed for professionals. With a 20.1” screen, powerful stereo speakers and sleek design, the HDX 4000 series is more than a communications device, it’s also a fully functional monitor for your PC or Mac.

The HDX 4000 series is built on High-Definition TV (HDTV) standards, which enhances the overall viewing experience and eliminates meeting fatigue. Additionally, colors are more vibrant and realistic and movements are both sharper and smoother, offering users the ability to interact more naturally. Sharing HD content is also only a click away. You can easily share your presentations spreadsheets or multimedia files during the video call – in full high definition, at full frame rates.

Other features
- Up to 1280 x 720 resolution at 30fps (720p) on HDX 4002 and 4CIF on HDX 4001
- Maximum bandwidth: 4 Mbps
- POTS connection brings additional telephone or cell phone caller directly into the conference without tying up the conference phone
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.

Find out how TANDBERG can help you See: green!
Visit www.tandberg.nl/seegreen
James Staveley

In this issue of “Look Who’s Talking” we’re pleased to introduce the people behind Talk & Vision. This time we talk to: James Staveley (29).

His name suggests he’s English, but in fact, “Jack-of-all-trades” James was born in Haarlem in the Netherlands and experienced different cultures while growing up in England, Nigeria and the Netherlands. No wonder people can never work out whether bi-lingual James is Dutch or English. This “identity crisis” took him to Leiden where he now lives when he is not out socializing, visiting places he hasn’t been to before, taking pictures of people and structures, making drawings with short poems or visiting galleries and festivals, as music and the arts are his big passion. He also inherited the humor of both cultures, which his colleagues and close friends are pleased to experience. They also describe him as an honest, to-the-point, and caring person.

What do you do at Talk & Vision?
I am a Conference Operator. This means that I help set up and monitor various forms of meetings that are held over our bridging/gateway facilities. I also work on support issues and answer customer questions together with the rest of the helpdesk team.

What attracted you to Talk & Vision and where did you work before?
It’s an international company that operates on an international level in a dynamic fashion. After my studies, during which I had several student jobs (at one point I was a bartender), I worked for the ANWB (Dutch Automobile Association). I did a number of things there, but the bulk of my work consisted of providing emergency assistance to people in trouble abroad.

What was your biggest challenge?
Learning all the “ins and outs” of the business. It’s an emerging area of technology that has a lot of applications and is creating a niche in today’s world of business and communication. I hope to get to grips with this and keep up with the steep learning curve, and continue developing with the team toward the possibilities this business sector has to offer.

What’s so nice about your job?
I can use my skills in a way that is far from mundane. I can use my languages, the job has a big technical component, and it has a human interaction aspect to it, which is something I find very important. In essence, my job consists of troubleshooting, but each situation involves a lot of different factors, making each call or request unique.

Best advice you could give?
“Say what you mean and mean what you say.” Or “Engage brain before opening mouth.”

Can’t do without?
Family, friends, music and laughter.

In one year...
I have to be honest and say that I’m not sure. I like to plan things but I don’t like to organize everything meticulously. I like leaving some things to chance. I have a vague idea of what I’ll be doing in the future, but for now I’m satisfied with where I’m heading.

Don’t miss the next Visionary Newsletter coming out in October/November 2007.