



## **VIDEOCONFERENCING: Why do you need it? How did you survive without it?**

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Videoconferencing is often misunderstood and has even been labeled too much trouble for the investment. The truth is videoconferencing is one of the most cost-effective solutions that you can add to your business or institution. In today's business environments, there are two main considerations when purchasing new technology: financial and environmental. Videoconferencing has the unique power to benefit both of these categories. And there is that old saying "time is money". With video-based communications, you not only save time and money, but also increase meeting productivity, and are able to share ideas and information. Gone are the choppy images of conferencing past. With high-definition videoconferencing, you can conduct meetings or hold classes as if everyone is in the same room.

- **Take it up a notch with video**

Audioconferencing has proven itself to have problems with productivity and effectiveness simply because when participants cannot see each other back and forth, conversations become encumbered. There have been several studies that have shown videoconferencing reduces meeting times while producing better results. The same studies show that with a professionally installed videoconferencing system, a school or business will regain their original investment in less than one year in increased productivity and reduced travel.

- **Reap the environmental benefits of videoconferencing**

The reduction of a business or institution's carbon footprint can be greatly reduced by installing a videoconferencing system. By conducting classes or meetings that would normally require travel, a videoconferencing system eliminates those carbon emissions. You can also hold several meetings at once so you can reach more students, associates, or clients anywhere in the world from a single origination point.

- **Who is the leader in videoconferencing today?**

There are many brand names in the videoconferencing equipment market, but very few leaders. You may have heard of a type of conferencing called Telepresence. This is a unique system that requires an entire room to be built for the system and equipment. It has its place but that type of system is not required to achieve an effective and dynamic solution. At Dascom, we can tailor a

system that will meet your needs at an affordable price. We will design a solution that will fit your space, impress your associates and clients, and offer ease of use.

If you think about the many reasons and possibilities behind videoconferencing it no longer comes down to “why do I need it?” Once installed it will become, “how did we ever survive without it?”

***Next month we will look at the equipment and options that make up a Videoconferencing Solution.***

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