

# Affordable Video Conferencing

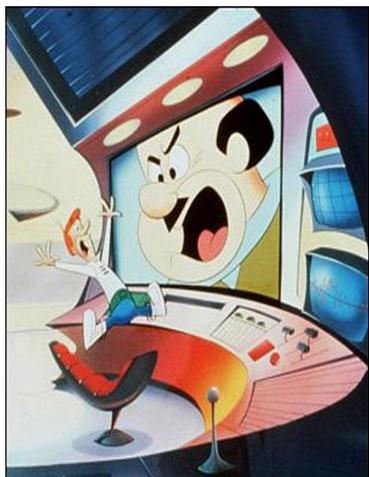
Think You Can't Afford It...?  
*Think Again!*



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# Think You Can't Afford Business-Class Video Conferencing...? Think Again!



The introduction of relatively low cost, high capacity broadband telecommunication services in the late 1990s, coupled with powerful computing processors and video compression techniques, have helped mainstream the elite, futuristic idea of tele-conferencing into the now-commonplace technologies which currently serve industries including business, education, medicine and media.

**Video conferencing** brings people at different sites together, using audio and video. This can be as simple as a conversation between people in private offices (point-to-point) or involve several (multipoint) sites over numerous rooms in multiple locations. Besides the audio and visual transmission of meeting activities, allied videoconferencing technologies can be used in **video collaboration**, or sharing documents and displaying information on whiteboards.

Having evolved from the fully-automated, futuristic utopia of Jetson-world and now, not an uncommon tool in today's business landscape, *affordable* video conferencing means that video conferencing is now within reach of ALL businesses.

## **Not just for futuristic cartoon characters and NASA anymore...**

Did you know that the largest growing market segment for video conferencing includes executive offices and conference rooms, classroom, at-home workers, healthcare and small-medium sized businesses?



Funding and location have long been obstacles for education-based organizations. The need for simple solutions which facilitate patient-family communication and efficient patient-healthcare provider communication is ever-growing. And of course, more engaging communications with customers and partners, reduced travel costs and increased productivity (at a cost which doesn't break the bank) are always welcome in any business.

## Tely Labs Video Conferencing

At The Fulcrum Group, we look for compelling, cost-effective technology solutions for our clients. Many of our clients already have expensive video conferencing systems from Polycom, Cisco, or Tandberg, but still have more than 90% of their remaining conference rooms without video



conferencing. Tely Labs Video Conferencing systems are a perfect fit for those smaller conference rooms, where it doesn't make sense to spend \$10,000 or more.

Here's a quick look at the Features and Benefits of Tely Labs Video Conferencing Systems which tend to be most important to our clients:

- **SIP compatible** – Already have a Digium Switchvox or other SIP phone system that supports video calling? You can connect the telyHD directly to your SIP phone system as an extension.
- **Cloud-based video conferencing services**  
Included with the telyHD is a 1 year subscription to the telyCloud service. You can also connect with Skype users as well as other 3<sup>rd</sup> party video conferencing services such as Blue Jeans Networks.
- **Replacement for other conference room functions**
  - Thinking about a conference room phone? Purchase a telyHD video conference system with mic/speaker pod instead. For only a few dollars more than a Polycom conference room phone, you can have full video conferencing capabilities.
  - Save the cost of an LCD projector by wirelessly projecting your computer screen to any telyHD system.
  - And save the cost of a PC for the conference room. The telyHD includes web browsing functions and is completely stand-alone. No PC required!



- **Custom video conferencing solutions for healthcare practices**

The telyMed mobile workstation solution provides a simple, secure and affordable way to diagnose patients, provide ongoing outpatient care and enable patient-family communications over long distances, delivering much of the benefit of in-person care without the need for time-consuming travel.

Click **\*\* [here](#)** for further data and resources on Tely Labs video conferencing solutions, if you'd like to investigate more on your own. Don't miss the videos included at the bottom of the page!

If you would like to find out if your business would be a good candidate for video conferencing technologies, we'd be happy to assist you. Just contact your Fulcrum Group Account Manager, or email us at [info@fulcrumgroup.net](mailto:info@fulcrumgroup.net).



**\*\* For Tely Labs data sheets and videos, visit <http://www.tely.com/resources/#data-sheets>**

