Change The Way Your Business Communicates

Voicepath Limited

Transform Your Business with Video Collaboration

Did you know more than half of communication efficiency is determined by non-verbal cues?

- **Tone of voice**
- **Facial expressions**
- **Body Language**

Imagine how many of these important non-verbal details get lost every day in email exchanges and conference calls.

The preferred method of communication is face-to-face. Why?

- **More personal**
- **More productive**
- **Helps develop trust**
- **Reduces confusion**
- **Makes people more accountable for their actions**

In the business world face-to-face communication is not always possible. However, video communication is the next best thing; instant face-to-face communication with anyone, anytime.

Video conferencing is now a must-have multimedia tool that delivers natural, face-to-face communication even when people are thousands of miles apart. It instantly affects the way business is conducted across an entire organization.

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The Benefits of Video Communication

Video collaboration can instantly deliver benefits to your organization. It helps save time and can help create a competitive advantage.

- **Saves time** – No longer do workers have to spend hours travelling for company meetings or client meetings. National and global face-to-face meetings can take place from boardrooms and individual workspaces using video conferencing.

- **Faster decision making** – We waste large amounts of time traveling and explaining complex problems over email. Video instantly delivers face-to-face communication whilst being able to share data and presentations, allowing actions to be taken more quickly.

- **Increased productivity** – The time saved through reducing travel, and an improved decision making process, means workers can achieve more is less time.

- **Reduced carbon footprint** – A reduction in travel will significantly contribute towards reducing an organisations carbon footprint. Many businesses have seen their carbon footprint reduce by more than 30 percent.

- **Convenience** – Workers often need to discuss important information with colleagues who are based in another location. Video provides instant access to the people you need.

- **Collaboration** – Teams of workers across multiple offices can sometime result in isolation. Video can instantly bring teams together enabling them to communicate and collaborate with ease, helping to bring an organization closer together.

- **Work-life balance** – Saving time through a reduction in travel means workers no longer have to sacrifice personal and family time. Using video helps to improve work-life balance and provide increased job satisfaction.

Save Time and Money

Faster Decision Making

Increased Productivity

How Video Can Benefit Departments

Executives
- Hold regular face-to-face meetings with anyone, anywhere
- Conduct board meetings face-to-face without travel costs or burdens
- Reach critical decision makers whenever they need them
- Stream CEO briefings live or record them for later viewing by all employees
- Speak at seminars or trade shows without traveling
- Improve work-life balance

Critical Decision Making

Sales and Marketing
- Build stronger relationships and generate more opportunities
- Provide customers at branch offices with expertise from remote offices
- Link remote sales people to headquarters for personal interaction
- Conduct market research with customers face-to-face
- Get marketing messages out to the field
- Serve more clients in a day by reducing travel

Human Resources
- Conduct face-to-face interviews with faraway candidates , reducing travel costs and burdens
- Conduct more efficient training by bringing virtual groups together face-to-face
- Enhance and sustain telework programs
- Prepare for business continuity plans

More Opportunities

R&D and Product Development
- Share documents or drawings immediately and make changes in real time
- Reduce confusion across cultures and locations
- Keep a virtual water cooler between locations for instant collaboration
- Get real-time feedback from suppliers and customers
- Access remote experts in real time
- Get products to market more quickly

Finance
- Collaborate in real time: Set daily strategies, share news and market conditions, and make decisions without confusion
- Extend expert financial services to customers in remote branch offices
- Interview potential job candidates from afar "in person"
- Offer face-to-face training and consulting opportunities

Reduce Time-to-Market

Benefits for Sectors

Public Sector
- Coordinate action with national, state, and local agencies
- Conduct briefings with high-level security
- Provide cost-efficient training opportunities
- Promote telecommuting and telework initiatives
- Prepare for business continuity plans

Healthcare
- Provide remote diagnostics from rural to urban centres
- Link medical professionals for face-to-face mentoring and consultations
- Offer translation services for patients and medical staff
- Participate in continuing medical education programs

Education
- Collaborate with other educational institutions in real time and "in person"
- Extend classes to students in rural or remote areas to participate as if they were there
- Include presentations from experts and virtual field trips in your curriculum
- Offer continuing education and training for instructors and staff
- Hold face-to-face administrative meetings among multiple campuses

Manufacturing
- Make faster, smarter decisions about product development and design
- Hold quality control inspections across different locations
- Provide experts for remote machinery repair
- Coordinate shipments with suppliers
- Create a single company culture with overseas branch offices
- Prepare for business continuity plans
- Conduct focus groups with customers
- Offer on-going staff training
- Streamline supply chain management

Video Collaboration Options

The five essential components that constitute a video communication solution are:

- **Camera**
- **Microphone**
- **Monitor**
- **Speaker**
- **Codec**

The camera and microphone capture the image and sound at one location. The codec converts the video and audio into a digital signal and compresses it before sending it out over the network. At the other end, the codec decompresses the signal and feeds the picture to a display and the sound to a loudspeaker.

Available options

Immersive telepresence

Immersive telepresence solutions create the most natural and realistic meeting experience. Meeting participants feel as though they are having an across the table conversation, even though they may be cities or continents apart. Without doubt, Immersive telepresence is the ultimate in video communication

Click here for more information

Room Systems

These high-quality systems are designed to be used in meeting rooms, conference rooms, boardrooms, auditoriums, and similar environments. High-definition room video conferencing solutions can offer high quality picture and sound, and they are great for team meetings and group collaboration. Standards based room systems are interoperable ensuring you can communicate with any standards based video user.

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Personal Solutions

These systems are designed for individuals, optimized for use in the office, workstation, and home office. PC and Mac-based video software applications enable visual access to mobile workers at home or out on the road. Personal video communication solutions are ideal for executives, road warriors, and for individuals working in remote locations.

Click here for more information
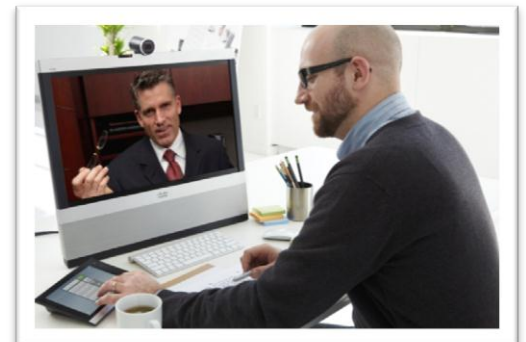
When deploying an end-to-end solution it may need to include some or all of the following infrastructure products, which help ensure: That users on different networks can connect through the same video solution; That bandwidth can be regulated to help ensure optimal experiences; That calls across different networks and user domains can connect securely with Network Address Translation (NAT) Firewall Traversal.

Centralized management and scheduling tools: Management systems enable you to control complex communications environments without decreasing the level of service or significantly increasing associated support costs. With a management system you can perform remote diagnostics and system upgrades, control associated resources, link to third-party communication tools, generate usage reports, and calculate your ROI. Individual video users can log on to a web-based interface and control where and how they are contacted. If you will be away from your desk, for example, you can have inbound calls to a video unit automatically forwarded to your cell phone.

Conferencing: With multipoint control units (MCUs) you can join multiple video and voice participants into a single conference. You can find MCUs that offer high-definition continuous presence so you can see all of the people in your conference on the screen at the same time and ensure the quality of your high-definition units across the whole network. MCUs can also be highly scalable media services engines that grow with your business demands.

Call control: As video adoption in your organization grows to include multiple sites and advanced functions, you may require network infrastructure to support your solution. Intelligent infrastructure components can make your network more reliable by helping ensure that all calls are routed properly, converting IP addresses into directories for one-click dialing, and allowing your video units to interoperate with phones and other devices and applications.

Media services: By adding a content recording server to your video collaboration solution, you can record and stream video meetings—such as companywide announcements, trainings, and meetings—to be shown to a wide audience at a time most convenient for viewers. You can also use your video endpoint as a recording solution to share video messages with staff and customers.

Calculating an ROI

After you identify the ways your organization could use video collaboration, you can calculate the time and resources you currently spend on the activities you would like to replace with video. Consider:

- How many people are traveling to meetings? What does that travel cost?
- How could staff be using their time more effectively by reducing travel?
- How long does it take your organization to bring a product to market? Complete a consulting engagement? Hire a new employee? Repair a problem?
- How could training sessions be consolidated to require less travel, less employee time away from work, and less time training staff?

Each time you replace a practice with video collaboration, you gain the opportunity to measure your return on investment (ROI).

Setup Considerations

Video can be used in multiple environments—boardroom, individual workspaces, or even on the production line. It is important your video collaboration setup delivers a comfortable and highly productive experience.

A few simple suggestions will help ensure that your setup deliver the best possible experience.

Background:
- Remember that the camera shows what is behind you. A neutral background colour, medium contrast, and soft texture are preferred. Avoid patterns on the walls.
- Avoid moving backgrounds such as curtains in a draft or people walking behind you. Such backgrounds may reduce image quality and distract the attention of those on the far end.
- Do not place the camera facing a doorway.
- Choose a table that is light but not reflective. A light natural wood is a good choice.
- Avoid unnecessary furniture or clutter in the room.

Lighting:
- Avoid direct light on people, presentation materials, or the camera lens. Direct light will create harsh contrasts and shadows.
- If you have poor lighting in the room, you may need to use indirect, artificial light. Indirect light from shaded sources or reflected light from pale walls often produces excellent results.
- "Daylight" type lamps are most effective. Avoid coloured lighting that might tint your image.
- Do not place reflective whiteboards directly behind people or where lighting may reflect and cause glare. If whiteboards are not required, remove them.

Placement:
- Place your video system about two to three feet (60 to 100 cm) away from the person who is speaking, considering screen size and what feels natural.

Setup:
- If you set the unit to Automatic Answer, mute the microphone.
- Position the camera in the top centre of your unit.

For desktop video conferencing units:
- Video should be located close to your PC, along with your other everyday tools. This way you can easily share presentations without having to move. You may even be able to use your system as a PC screen.
- Use a headset for privacy in an open office environment.

For meeting rooms:
- Place the microphone at the front of the table to help ensure that all speech is detected. The best position is at least 6.5 feet (approximately 2 meters) in front of the system, on a flat surface with at least 1 foot (0.3 meters) of table in front.
- Keep the document camera close to the leader of the meeting or the designated controller. Remember to arrange all the peripherals so that one participant can reach each of them to point, change the display, record, or perform other functions during the conference.
- To help ensure the most natural meeting environment, position the camera on the top centre of the receiving monitor. The camera should point directly at the meeting participants to guarantee eye contact with those at the far end.

Loudspeaker volume:
- The audio system uses the loudspeakers built into the monitor. You can set the default volume level by adjusting the volume on the monitor with the monitor remote.

Brightness control:
- To adjust brightness, colours, or other settings of the monitor, use the monitor remote or its touchscreen control. Adjust the monitor to suit the conditions of the conference room. For more information about configuring the monitor, refer to the user manual.

Ease of use:
- To help meeting participants dial, add presentations, and use other functions during a call, station a poster, table tent, or other quick-reference guide in the room.

Effective Video Collaboration: Set Yourself Up for Success

A video meeting is just like a live meeting—almost. If you are used to conducting live presentations, you are already well on your way to becoming an effective video communicator. The techniques that ensure powerful live presentations and dynamic collaboration also work for video communication. However, video meetings and presentations do require some minor adjustments. Here are a few tips to keep in mind:

Be more than a talking head: Most telepresence and video systems allow you to share multimedia source materials such as video clips, websites, spread-sheets, and other presentations. Taking advantage of this ability to communicate visual information can make your video meetings more engaging and effective.

Look them in the eye: Eye contact is important in any presentation. In a video environment, eye contact comes from looking toward the camera—not the display. Make certain that your camera is positioned as close as possible to the top centre of your video display. This positioning gives the impression of strong eye contact, and helps build trust and understanding among your participants.

Enunciate: If you mumble and cannot be heard by the person seated next to you, the people on the other end will also have a problem hearing you.

You are in the spotlight: Cameras and video displays tend to make everything "bigger". Nervous habits or little recurrent gestures are magnified and will distract participants on the other end. Try not to rock, sway, or fidget with paper or pens. Remember to relax. A video meeting is like any other meeting, except it includes people who are not physically present in your room.

The camera is always paying attention: When you are connected in a video call, the camera and microphone faithfully pick up all images and words. Smart remarks, quips and asides, or demeaning gestures such as rolling eyes, are greatly amplified at the far end. You should assume that the other meeting participants can hear and see everything, even when the camera is not pointed in your direction.

Cede the floor: Second-hand noise is distracting and makes it hard to hear other speakers clearly. So mute the microphone on your side when not speaking. This muting keeps coughing, rustling papers, and other noise from drowning out the speaker.

You are not on TV: A telepresence or video conference is two-way communication—unlike television, which is passive and one-way. Be sure to build in opportunities to verbally engage the participants at the far end. Vary your source materials and provide visually interesting items that will elicit responses.

Address your entire audience: When you are in the middle of a presentation, it can be easy to forget that you are presenting not just to the people in your room but also to the participants at the far end. Be sure to speak to, make eye contact with, and engage all parties on your call.

Testing 1-2-3: It is always a good idea to test your system and source materials prior to your meeting to avoid any unforeseen problems.