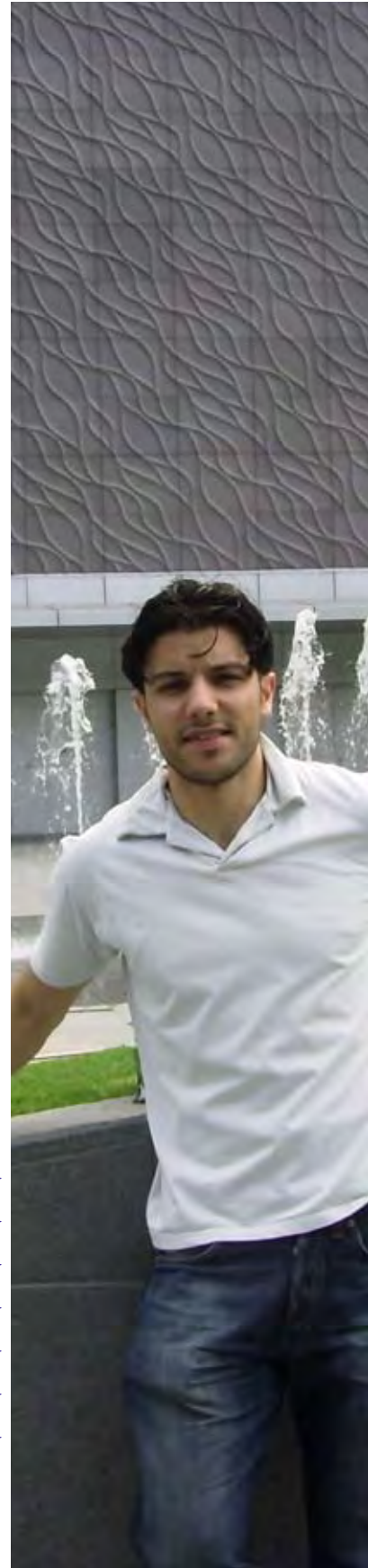


visionary

 TALK&VISION

Newsletter December 2007



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Another Great Videoconferencing Year

Although I do realize that is has something to do with age too, 2007 is almost over and has gone by at the speed of light. Even though we're still in the last quarter, which is generally extremely busy, we can already look back at a more than interesting year.

This year, visual communication clearly moved up in the ranking of effective business communication tools.

Visual communication is implemented at a much larger scale than ever before. The widespread availability of IP bandwidth has been one of the drivers and it also helps that quality is no longer a show-stopper. Organizations have started realizing that there is a real solution for traffic jams, time constraints, internationally dispersed teams and global warming.

Has videoconferencing finally arrived? After looking at this market for ten years now it certainly looks like it. We have just touched the tip of the iceberg when it comes to the total number of organizations and departments that could potentially implement these tools successfully.

We put a lot of effort into implementing this technology effectively. The success rate, however, does not depend so much on the box itself; the majority of the boxes out there today are doing what they are expected to do.

The real success of an implementation depends on other factors, like where does the user book the room and/or unit, how do you make sure your users are supported, how do your users find the videoconferencing rooms, is your solution scalable, are the users aware of the meeting discipline, to mention but a few examples.

Talk & Vision will be celebrating its tenth anniversary on January 1. The past ten years have enabled us to gain enough experience to answer the question.

On behalf of the entire Talk & Vision team, I would like to thank you for your confidence in our company in 2007 and wish you a Merry Christmas and a very prosperous 2008!



Sven Lagerweij
Managing Director,
Talk & Vision



Talk & Vision @ CeBIT

In 2008, Talk & Vision will be at CeBIT as one of the videoconferencing-focused companies. CeBIT is an international trade fair that focuses on the technology of today and tomorrow. In 2007, almost half a million people visited some 6,150 exhibitors from 77 countries, making CeBIT the most visited technology fair on the planet. CeBIT 2008 adopted the theme "Green IT," making it THE industry event for Talk & Vision. Talk & Vision will be exhibiting in Hall 13 at stand C20/2. Here, visitors will be able to discuss the various benefits videoconferencing offers with Talk & Vision's knowledgeable team.



Talk & Vision prolongs sponsorship of independent industry expert Wainhouse

Wainhouse Research analyzes market trends, technologies/products, vendors, applications, and related services in the area of unified communications and rich media conferencing. The Wainhouse Research Bulletin, which is published weekly for subscribers, gives unique and independent perspectives on product announcements, financial results, and corporate developments as well as on technology and market trends. The sponsors enable the publication to be distributed free of charge. Talk & Vision supports Wainhouse's efforts to inform the industry in a critical, independent and thorough manner, and has decided to extend its sponsorship to 2008. If you would like to subscribe to the bulletin, go to <http://www.wainhouse.com/bulletin/>



Talk & Vision movements

There is a lot of movement going on at Talk & Vision; both virtually and physically.

Three years after opening the office in Leuven (Belgium), Talk & Vision will be moving office. Not because the office - an historic venue very close to the center of Leuven and only 10 meters from a Belgian pub - wasn't pleasant. It doesn't have anything to do with business in Belgium either. The main reason for the move is the steady growth that has been achieved by the Belgian team. Three years after its

opening, Talk & Vision has established a firm position as supplier of visual communication solutions. As of March 1, 2008 Talk & Vision Belgium will be located in an office at Interleuvenlaan 15/E, 3001 Heverlee, which has much more work, demonstration and test space. Of course you will be invited to have a look and drink a glass of Champaign together with us at the opening.

Talk & Vision prolongs sponsorship of the Dutch foundation "De Opkikker"

In 2007, Talk & Vision employees joined an initiative of the Dutch foundation "De Opkikker," which organizes fun days for children with protracted illnesses and their families to give them some mental energy and encourage them to fight the battle they face every day. In addition to donating funds, Talk & Vision also chose a more personal approach: Employees volunteered to help during the special day, and personally supported a great day of fun, surprises and true adventures. The team was so impressed by the effect a day of fun has on a

sick child's life that it was decided to continue the sponsorship in 2008 to make sure that "De Opkikker" can continue keeping up the good work.

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





Videoconferencing keeps Frisian language alive in secondary education

The Christian comprehensive school “Bogerman” is a broad comprehensive school for remedial education, lower secondary vocational education, higher general secondary education and college prep, and is actively integrating IT with its courses. Students in Sneek, Koudum and Wommels can follow classes in Frisian through a videoconferencing link.

The implementation of videoconferencing in schools was initiated by Stichting Afûk, a foundation that actively promotes the use of Frisian in schools to ensure the language remains alive in the Frisian culture.

Many students who live near the Frisian lakes are raised with Frisian as their mother tongue. Until last year, these students couldn't pass their final exams in Frisian. Few students choose Frisian for their final exams, especially in the

remote areas of Koudum, Wommels and Balk, which made hiring a dedicated Frisian teacher in each of these towns simply too expensive.

This is why Stichting Afûk started a pilot project called Edufrysk: Four schools in Friesland are now working together to make remote education in Frisian possible. Videoconferencing is a handy tool, but it takes more than that to give classes. Students have to be able to

hand in their assignments and teachers have to be able to correct them and give feedback. The schools can do just that by combining videoconferencing with an e-learning environment.

“The Province of Friesland gave a grant for the Edufrysk project. But the grant was only high enough to pay for videoconferencing systems at two schools. We didn't have any experience with videoconferencing and didn't know which equipment we were supposed to use, how it worked and who we could hire to get things up and running,” explains Francine Behnen, IT coordinator/teacher at CSG Bogerman and chairwoman of the IT Expertise Team of Christelijk Voortgezet Onderwijs (CVO) Zuid-West Fryslân (Christian secondary education South-West Friesland).

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***Francine Behnen, IT coordinator/
teacher at CSG Bogerman and
chairwoman of the IT Expertise
Team of Christelijk Voortgezet
Onderwijs (CVO) Zuid-West Fryslân
(Christian secondary education
South-West Friesland)***

CVO Zuid-West Fryslân is a foundation for secondary education with four schools (one of which is CSG Bogerman) in the south-westerly corner of Friesland, and is actively involved with the Frisian language and the integration of videoconferencing in education.

“We finally found Talk & Vision and never regretted it. On the contrary, Talk & Vision made a list of the equipment we needed and installed two loan systems. By connecting to the Kennisnet/SURFnet broadband project, we received more grants and support,” continues Behnen. CSG Bogerman are now teaching three virtual classes in Frisian, and philosophy was recently added to the package. During these classes, small groups of three to five students talk to each other from two, three or even five different locations through a videoconferencing link. A class at the Dockinga College in Friesland has also started giving remote courses in Frisian. The Frisian teachers are currently developing material that is suitable for this type of class.

“We can even have debates over the videoconferencing link. Students need time to think about what they want to say, and that’s no different in a videoconference. It’s hard to follow a discussion when everyone’s talking at the same time,” says Behnen. Students need time to get used to videoconferencing classes. They are literally in the picture, and you can zoom in to them. This is something that seems to be hard to get used to. The lower secondary vocational education students are preoccupied with how good their hair and their clothes look. The higher general secondary education students, on the other hand, don’t care much about their appearance. They think the material is more important.

“For the teachers, working with the equipment means that they have to think more about how they’re going to give the classes and interact with the students than they would in a normal setting. This is challenging and somewhat difficult for teachers, which is why we’ll be offering them camera training. Behavior that isn’t annoying in a normal class setting seems to be very annoying in a videoconferencing

setting,” says Behnen. “This teaching method confronts teachers with new problems. There’s still a lot of work to do in terms of didactics. Should the focus be on the teachers or not? What do you, as a teacher, want to achieve with the students and what do you do with the students during a lesson? Despite these problems, this type of education adds value to traditional education. It also has a social purpose, because it’s a way of enabling geographically dispersed students to follow the courses they want to. The technology works, all we have to do is sort out the didactics.”

Francine Behnen continues: “Talk & Vision installed the system and did the training to our full satisfaction. They are very helpful and the service is very good. Even when multi-site lessons are given across five locations, the connection is established through Talk & Vision’s MCU bridge without any problems.”



Face to face collaboration like never before

2007 has brought significant technology developments in the areas of unified communications and collaboration solutions

A follow up interview with the VP of Continental Europe for Polycom, Alain Wiedmer.

Polycom has brought to market a very impressive range of new videoconferencing products in 2007, how can these support organisations in their everyday work?

Alain Wiedmer: We have expanded the range of High Definition products, with the introduction of the HDX 4000™ and HDX 8000™, so that users can now experience industry leading voice and video performance anywhere from the boardroom to the desktop in their home office and all points in between.

We introduced at the pinnacle of the portfolio, the Polycom® RealPresence™ Experience High Definition (RPX™ HD) range of product, which delivers the most natural, lifelike and immersive conferencing experience available anywhere. This was then followed up later in the year with the Polycom® Telepresence Experience (TPX™ HD), which allows those companies who cannot have RPX everywhere, to have a Telepresence (not Real presence) experience instead.

We introduced an array of voice products also, which allows people to start their collaboration over distance with just voice, and expand to video at some later stage when budget and bandwidth are in place. The phones we have launched for use with Microsoft applications are a great example of how our alliance partnerships are coming to fruition and of how Polycom is playing a leading role in the delivery of unified collaboration tools to the enterprise.

We also provided the ability to scale your collaborative applications, to multiple HD systems via the RMX 2000™ Bridge, to make the applications more accessible via the recording and streaming engines such as RSS™ 2000 and VMC 1000™.

It has been another great year of innovation from Polycom and it is pleasing to see so many of the products working together in concert and delivering on the promise of unified, compatible, voice, video and data applications for customers.

In summary this year has also shown us more examples of how customers really view the value of videoconferencing. It is now more than just a means to lower travel costs and carbon footprint. It has emerged as an important collaborative and indispensable tool that can remove geographical boundaries, encourage cross-cultural and frequent discussions between disparate teams, increase productivity and deliver a competitive advantage.

What can customers expect to see from Polycom in 2008 and beyond?

Alain Wiedmer: This is a time of unprecedented interest in the area of collaborative applications, what with sustainability, flexible working patterns, dispersal of teams around the world, and the challenge of low cost competition all coming together to drive

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Alain Wiedmer recently joined Polycom as Vice-President Continental Europe. His role for the most part consists of increasing revenue in Continental Europe (Nordic countries, Benelux, France, Germany, Austria, Switzerland, Spain, Portugal and Italy), developing the Polycom distribution network by strengthening and multiplying partnerships with the major European dealers and integrators, and consolidating Polycom's strategic partnerships with the region's biggest companies.

Before joining Polycom, Alain Wiedmer spent over 4 years with NextiraOne as Director of Sales for Europe. Prior to this, he was Vice-President Europe for Platform Computing in London, Managing Director of Lucent Technologies in France, Managing Director of US Robotics, as well as holding several senior management positions within Computervision and Digital Equipment. Alain Wiedmer is a graduate of the Ecole Centrale de Paris (1981) and has both French and Swiss nationality.



HDX 4000™
High Definition Conferencing at the desktop including voice, video and content sharing

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a requirement for technology that make collaboration over distance more natural, more accessible and more scalable than ever before.

The near future will see HD videoconferencing systems becoming an increasingly important part of the corporate collaboration toolset delivering crystal-clear audio and visual experiences that will enable users to catch even the most subtle of changes in facial expression. Polycom leads the way with the industry's only complete high definition (HD) communications and collaboration solution, UltimateHD. Unlike other solutions, this goes above and beyond high quality HD video, enabling total high definition for every aspect of the collaboration experience including voice, multimedia content, and support services.

UltimateHD is available on the desktop, in the conference room, even in the classroom or hospital, opening doors for further environmentally friendly and productive business practice.

Polycom will deliver the innovation and market leadership that has been the hallmarks of its presence over the last 15 years, and we look forward to working with our customers to deliver the next levels of adoption, usage and satisfaction.

Alain thank you very much for these valuable insights.



Polycom® RealPresence™ Experience High Definition (RPX™ HD)



Polycom® Telepresence Experience™ (TPX™)

The all inclusive immersive telepresence environments featuring a new level of video solution for customers who demand the very best in quality

VACANCIES

TALK&VISION

Talk & Vision is one of the biggest video communication specialists in Europa. We carry out large projects at international companies for which videoconferencing is a strategic choice. Talk & Vision operates from its European offices in Leiden, Linschoten, Leuven, Frankfurt and London.

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

MANAGER OPERATIONS

(Full-time)

FOR THE JOB DESCRIPTIONS, PROFILES, AND INFORMATION ON HOW TO APPLY, GO TO [HTTP://WWW.VIDEOCONFERENCE.NL/VACATURES.ASP](http://www.videoconference.nl/vacatures.asp)



POLYCOM HDX 8000™

Flexible high definition video, voice, and content communication.

For organizations migrating to High Definition (HD) video and audio communication, the Polycom HDX 8000 Series provides a flexible and robust solution ideally suited for applications such as distance education, remote medical diagnosis, on demand project collaboration, and more.

The clarity of Polycom HDX 8000 systems enable users to interact over video freely and naturally, and with the HDX 8000 system's embedded multipoint and content sharing capabilities, remote team members can quickly and easily be brought together collaborate on projects visually.

Designed to High Definition (HD) standards, the HDX 8000 solution utilizes Polycom HD Voice™ technology to convey voices and sounds free from distortion, and Polycom StereoSurround™ audio technology to separate room sounds into left and right channels, giving an immediate sense of the physical location of opposite-end participants.

Other features

- Unique and industry-leading options for sharing data during a conference
- Internal MCU supports up to 4 participants in a single conference
- Advanced HD video technology, offers smooth, natural motion and sharp clear images for outstanding video
- Polycom StereoSurround™, using 22kHz audio, delivers crisp, natural voice clarity even when multiple parties are speaking
- Share content with remote sites in unique ways, including sharing PC data and information from other video sources





Karim Ambari

In the series “Look who’s talking,” we are pleased to introduce the people behind Talk & Vision. This time we talk to: Karim Ambari (30).

Born in Morocco, and raised in the Netherlands: Karim Ambari combines the best of Northern Africa, the Mediterranean, the Strait of Gibraltar, the Atlantic Ocean, Algeria and Western Sahara with typical Dutch qualities. In 1981, his family exchanged Beni Said, or the third mountain on your left in Morocco, for Bodegraven, an old Roman village in the center of the Netherlands with just under 20,000 inhabitants. In Dutch, he is referred to as an “allochtoon,” which literally means “from another country,” and was introduced into the language in 1971. He describes himself, however, as a “cheese head” as he has been living in the Netherlands from the age of 4, learning and appreciating the Dutch way of life. He enjoys living in Bodegraven, a village he jokingly compares to Amsterdam, but then twice as small. His hobbies are all in the sportive area. He loves to play and watch football and work out in the gym. But he is also

a devoted family man, caring for his four cousins he fondly calls “his pets.” After graduating from the Telematics College in The Hague, he first set up a butcher shop with his brother. Being a man of challenges, he sold the shop five years later to do something completely different. Indeed, that is when he started working for Talk & Vision.

What’s do you do at Talk & Vision?

“I’m a first-line helpdesk engineer, but I am also involved in the planning. I also travel around the world quite frequently to ensure installations are successfully implemented and to solve or prevent problems.”

What’s so nice about your job?

“The daily challenge that comes with being a helpdesk engineer. I also really like the way we work together. We are true colleagues, meaning that we share the fun and the problems. Most of the client issues are solved by phone. This, and visiting the clients, gives us

a complete picture of who is on the other side and how best to find solutions for the requirements or typical requests that our clients have.”

What is your biggest challenge?

“I could say to eliminate the people at the top and to be the future president, but you wouldn’t believe me. So realistically, I’d say that solving our clients’ issues in the best possible way and as smoothly as possible remains a real challenge that pushes me to think from a client’s perspective and puts me in different situations all the time.”

What do you like about Talk & Vision?

“The way the company keeps on growing and evolving and the opportunities the growth is creating.”

Best advice you could give?

“Explore your qualities and pursue your goals. I’m a hard worker, apparently with a lot of potential, and I’m looking forward to developing and seeing where I’ll be in a few years time.”

Can’t do without?

“My family.”

In one year...

“Talk & Vision will be the biggest supplier of videoconferencing solutions worldwide. And I will be part of that growth.”



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Don't miss the next Visionary Newsletter coming out in February 2008.