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Since we opened our doors in 1999, Video Guidance has been dedicated to the delivery and support of strategic visual communications. Oursustainable, year-after-year growth in the Upper Midwest has won Video Guidance wide recognition among our end-users, vendors and industry experts.

Today, users' demands and technology advancements have brought enormous and exciting changes to the visual communications industry. In the process of optimizing our business offerings and customer relationships, Video Guidance has also taken on new roles as a full service, visual communications service provider, as well as a leading provider of advanced video technology. To continue to excel in the visual communications market, the Video Guidance brand needed to evolve to fully represent our new roles and customer's perceptions.

In the first half of 2011, the company carried out an ambitious rebranding initiative. We identified six attributes that Video Guidance's long-term brand should represent to reflect our employee's values, customer relationships and portfolio of services.

1. End-user focused – We are the end-user advocate that ensures our customers receive the solutions they need.
2. Business creation – We help our customers implement strategic visual communication systems focused on mission-critical, revenue-generating business objectives.
3. A focused resource and counselor - Our customers appreciate and expect

our expert counsel and can depend on Video Guidance as a proven resource.

4. Creating connections – Video Guidance creates engaging communications.
5. Available to everyone – Organizations of all sizes now have access to visual communications through our cost-effective managed and hosted services.
6. Simplifying connections – Video Guidance's one-stop array of bundled conferencing services takes the burden of owning and supporting the technology off of our customers.

In our March 2011 newsletter, we officially launched our new logo associated with our new brand, positioning Video Guidance as an independent, full-service, strategic visual communications provider.

Our Brand Promise:

Video Guidance transforms organizations by delivering strategic visual communications.

You will continue to see our new brand and brand messaging, starting with this newsletter. Next month (targeted August 1, 2011), we will launch our new website. The comprehensive yet easy-to-navigate site will feature Video Guidance's products, services and initiatives, as well as an expanded area highlighting many of the creative applications we have successfully deployed for our customers. We will also launch new advertising campaigns, marketing materials and newsletters, incorporating our new messaging as well as introducing exciting new services and products.

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Video Guidance's new strategic brand reflects our values, relationships and services

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Video Guidance's new brand positions us as a leading strategic visual communication service provider in the visual communications industry. We are enjoying continued growth and a solid, foremost position in the marketplace. Together with our business partners and customers, we anticipate a very bright future.

Video Guidance implements visual communications program for Dean Clinic

Video Guidance has designed and implemented a successful pilot program for Madison, Wis.-based Dean Clinic, one of the largest integrated healthcare delivery systems in the country.

Dean is presently utilizing Video Guidance's VG Connect in its Madison headquarters as well as in its Janesville, Wis. location for a host of applications, including daily inter-company meetings and conferences and for conducting interviews. VG Connect is an industry-unique integration of video conferencing tools that combines HD video, voice, multi-point bridging, streaming and gateway programs into one easy-to-use service.

"Our pilot program first included the implementation of VG Connect's gateway and video bridging services," said Brian

Groff, director of sales for Video Guidance. "Then, we trained and facilitated open houses and promotional events for Dean's employees so they learn just how simple the entire program is to use."

Dean, which provides medical, health and ancillary services, health insurance services and clinical research and education, is now interested in expanding its strategic visual communications into telemedicine.

"Video Guidance has opened the door for us to explore new applications to achieve our healthcare and business objectives," said Todd Burchill, vice president of strategic planning & business development for Dean Clinic. "We believe there is a tremendous opportunity in areas such as telepharmacy, where pharmacists can remotely evaluate prescriptions; and in teleconsults, where patients can be seen remotely in a rural community by a specialist, such as a neurologist, allergist or cardiologist. These are just a couple of the amazing ways we can deliver the best healthcare possible."

Video Guidance's unlimited applications are being used in countless new ways to connect people creatively. The company also works with many education and healthcare organizations to provide real-time, interactive visual communications in areas with access to experts and specialists.

"We make it easy to connect people face-to-face from anywhere," said Groff. "We want organizations – large or small -- to imagine the possibilities of how they can achieve their business goals by communicating visually."

Industry innovation expedites Video Guidance's product evaluation process

It's an exciting time in the visual communications industry, which has changed faster in the last year than any other time in history. These changes have expedited Video Guidance's process of carefully determining what new products and services to bring to market to meet our customers' needs...as well as their imagination. To make sure Video Guidance provides the richest user experience possible, we continue to break down all visual communications barriers by consistently evaluating new technologies, global partners, industry standards and creative mobility applications.

Relentless review of industry innovation provides Video Guidance the conferencing knowledge and experience to deliver ground-breaking visual communication enhancements for our customers. To continue to transform your conference rooms, desktops and virtual communications into ultimate collaboration environments, we are continuously looking for new products and services. Our current product reviews are focused in 4 areas:

Mobility – Video Guidance is evaluating several different solutions to expand the functionality of our existing desktop offering. Based on initial reviews, our new mobility platform can be used on Macs and PC's as well as on Tablets and Smartphones. The platform has the ability to connect to existing standards-based SIP/H.323 video appliances and solutions, while supporting far-end camera control and data collaboration.

Conference Scheduling –

Video Guidance is reviewing vendor's solutions to offer a comprehensive service delivery platform that provides a web-based or Outlook end-user interface into VG Connect's "cloud-based" services. The platform will focus on the key areas that our customers demand, including scheduling, simplified conference management, call launch capabilities and detailed monitoring and alerts.

Business Processes and Analytics –

Video Guidance is evaluating vendors that enable video conferencing business processes that allow customers to engage quickly with experts or specialists. The platform will also have the capabilities to mine aggregated data, analyze performance and create predictive models. These business intelligence tools will simplify reporting for organizations that are required to justify usefulness or ROI.

Hosted Streaming Services –

Streaming, webcasting and video sharing applications help organizations create highly secure video communities to share ideas and expertise. Video Guidance's new hosted streaming platform will soon allow companies to create simple videos that customers, employees and students can share through user-generated video content.

We hope to announce new products and services in each of these areas over the next 90 – 120 days. If you are interested in any of these areas today, please contact your sales representative.



**Please join us in
welcoming two new
employees**

**Apham Nnaji - Enterprise Sales and
Channel Manager**

An award-winning sales executive and respected entrepreneur, Apham has spent over 12 years in the telecommunications and IT industry. His sales leadership experience includes SBC, ADC and Onvoy, where he transformed vertical and emerging markets through strategic account and market planning.



**Jeff Givens - Operations
Assistant Intern**

Jeff will assist the Operations Group, including Help Desk, project management and onsite assistance. He received his Bachelors degree in Architecture from the University of Minnesota.



**Save the date:
Video Guidance to
introduce Cloud
Communications
at September 15th
seminar**

What is Cloud Communications and how can it help businesses and organizations utilize advanced technology to accomplish their goals?

To help understand video cloud services and their applications, Video Guidance will host two training sessions on September 15th, 2011. Using video, industry experts and avid cloud users will illustrate how cloud services are helping customers utilize video more efficiently and cost effectively. The sessions will also include a demonstration of cloud-based applications, featuring streaming, mobility, scheduling and videomail services.

Look for more information over the coming weeks, but in the meantime, save the date.

Place: Video Guidance
8000 Norman Center Dr., #250
Bloomington, MN 55437

Date: September 15th, 2011

Time: (2 sessions to choose from)
9:00 – 11:00 a.m.
or
2:00 – 4:00 p.m.

LifeSize gives big companies a small carbon footprint

Independent Research Study Reveals Potential Eco- and Budget-friendly Impact on Fortune 500 Companies

LifeSize, a division of Logitech released findings from a commissioned study conducted by Forrester Consulting on behalf of LifeSize that demonstrates the potential economic and environmental impact of video conferencing solutions on Fortune 500 companies. The study analyzed a Fortune 500 customer – the European division of a Japanese consumer electronics company – and revealed a risk-adjusted ROI of 392 percent over five years, in addition to enabling the company to meet its aggressive carbon emission reduction goals.

Before deploying LifeSize video conferencing, the subject of the Forrester Consulting study was no stranger to video collaboration tools. Instead, the company discovered its existing video conferencing solution had quickly become obsolete and required extensive maintenance, which caused the system to go widely underutilized. With continued faith in the benefits of video calling, the company sought out a new solution that would help increase productivity across global offices, reduce travel costs during the economic downturn and succeed in their commitment to reduce carbon emissions by 90 percent by 2050.

Forrester Consulting evaluated the measurable results that this customer was able to achieve by deploying the LifeSize solution. In just one year after rolling out the LifeSize systems, the company experienced a 392 percent risk-adjusted ROI, over \$1 million in reduced travel costs and close to a 12 percent decrease in carbon emissions. “[We]

put a total freeze on travel...[and] the only reason we could do this was because we had a new videoconferencing solution in place,” said the customer.

“For years the industry has looked to video conferencing solutions to help them to not only reduce costs but also to become a greener organization,” said Craig Malloy, chief executive officer of LifeSize and Logitech senior vice president. . “Not until now have these solutions been affordable enough to justify both sides of the coin. We believe Forrester’s analysis and our customers’ stories speak to the true ROI behind our solutions and demonstrate how truly going green can also be great for business.”

The customer at the center of Forrester’s study experienced the following key results from deploying HD video conferencing solutions:

- **Lowest TCO** – ongoing maintenance and support. The company saved over \$1 million in travel expenses in one year and experienced an ROI payback in just nine months.
- **Real-world results** – more efficient and better work experiences. The use of video conferencing reduced travel by 46 percent within the first year of deployment, allowing employees to travel less and stay closer to home. The company also benefited from more efficient employee interaction and global collaboration through better quality communication with colleagues at different locations.
- **Eco-friendly** – reduced carbon emissions. The customer was able to meet its carbon dioxide emission reduction goals with close to a 12 percent decrease in carbon emissions within the first year of deployment, eliminating more than 800,000 tons of CO2 – a direct result of reduced travel. In one year’s time, travel was cut by 46 %

Polycom drives Telepresence adoption by expanding portfolio with breakthrough innovations

Polycom added to its award-winning line of telepresence solutions with an innovative new offering – the EagleEye Director room camera tracking system

Polycom EagleEye Director creates first unique personalized conference room experience. An industry first, Polycom is delivering a “production studio experience” for conference room telepresence environments. The EagleEye Director reinvents the conference room experience, making room-based telepresence easier and more intimate than ever before through an innovative coupling of voice triangulation, face-finding technology, and a dual-camera tracking system. Unlike other products on the market today, the EagleEye Director delivers a highly personalized face-to-face telepresence experience in any conference room by ensuring the speaking party is always highlighted (zoomed in and centered) for a personalized one-to-many experience. Unlike simple camera tracking technology of the past, the EagleEye Director gracefully transitions between highlighting individual speakers to capturing the entire room, allowing users to replicate a life-like conversation and drive more productive meetings.

The EagleEye Director transforms the “lost in a big room” feeling of many other group systems into a richer, custom experience for everyone in the room. By automatically finding and focusing on speaking parties, the EagleEye Director eliminates the need for making camera adjustments during a call and making inadvertent mistakes with

the remote control. The unsurpassed, seamless experience is an available option for all HDX® Room Telepresence systems, delivering ongoing investment protection and extended value to existing technology investments.

“Not every meeting room’s layout is ideally suited for videoconferencing. The result is a compromised user experience in which some remote participants appear too small on screen during video meetings,” said Ira Weinstein, senior analyst and partner at Wainhouse Research. “EagleEye Director’s ability to intelligently zoom in and focus on active speakers provides an ‘up-close and personal’ video experience without costly room upgrades or noticeable camera panning during conferences.”

Telepresence no longer just for the board room – New Cisco value-priced endpoint makes widespread Enterprise adoption more affordable

Cisco introduced a new telepresence product as part of its collaboration portfolio designed to give customers new ways to simply, quickly and cost effectively scale telepresence throughout their organizations.



New Cisco TelePresence MX200 endpoint



Telepresence no longer just for the board room – New Cisco value-priced endpoint

Continued

To complement its portfolio of TelePresence offerings ranging from immersive systems to desktop solutions to PC and Mac software clients such as Movi, Cisco is introducing the Cisco TelePresence MX200. The MX200 is ideal for team meetings or personal offices and is priced so that customers can telepresence-enable many rooms in their organization. The endpoint has an easy set up process that allows for accelerated installations. The MX200 has a competitive list price with pricing flexibility to the customer based on volume purchase agreements. The endpoint is scheduled to be available globally in July.

Customer Survey Evaluation

As you know, Video Guidance held an online contest that helped us learn more about how our top customers are using visual communications creatively. We received important feedback from large and small businesses as well as nonprofits about these objectives and applications. We also asked our customers to imagine other creative ways they could use visual communications. Here are just a few of their comments.

What are you trying to accomplish by using visual communications?

- Save time and money
- Increase productivity
- Enhance communications
- Enhance educational capabilities

- Add content, speakers and authorities
- Make more personal connections
- Make connections more personal
- Improve healthcare
- Provide medical treatment
- Improve training
- Add value to meetings

How are you currently applying visual communications?

- Increasing and enhancing communications: Office to office, campus to campus, country to country, rural to metro areas
- Training
- Therapy and psychiatric consultation
- Medical consultation
- Medical case studies
- Conferencing with sales offices and clients locally, nationally and internationally
- Business presentations
- Board meetings
- Emergency management
- Interviewing and hiring

How can you imagine using visual communications?

- Expand geographic applications
- Equip more classrooms
- Add more courses with live programming
- Adding speakers, conferences and training
- Increase applications on personal, portable systems and mobile devices
- Partnering with more content providers
- Increase on-site teaching, research and communications from the field

Contest Winners

Video Guidance is happy to announce our contest winners: Nexus and the International Wolf Center. Here's what they had to say:

Nexus - A national nonprofit organization that operates residential treatment sites in Minnesota and Illinois for children and

Our Mission

We will help our customers exceed their business goals and transform their organizations by providing advanced visual communications technology and managed applications supported by the best service.

Customer Survey Evaluation

Continued

adolescents with emotional or behavioral disorders.

With videoconferencing technology that uses common PCs, webcams, and high-speed Internet connections, Nexus can better manage its sites, reduce travel expenses, provide higher-quality meetings, and offer free video services that help parents stay in touch with their children during treatment.

Nexus family therapists use the technology to provide flexible family treatment options that ease the burden of separation and eliminate the cost of travel. Additionally, the technology connects Nexus staff with referral sources for up-to-the-minute status reports on clients' progress.

The hardware and software that Nexus uses is encrypted to guarantee that conversations between parents, referral sources, and Nexus employees remain confidential. This makes using videoconferencing as a communications tool safer than most types of email. The system utilizes desktop systems for portable, point-to-point communications for internal staff meetings and external customer and family meetings.

Currently, Nexus uses videoconferencing for family therapy, pre-placement interviews, continued-stay reviews, candidate interviews, and face-to-face contact with clients. The company is considering adding additional bridging services into the environment, focusing on educational opportunities, and continuing to find ways to use integrated visual communications to provide service to their strategic plan and growth.

Nexus has a clear goal of improving outcomes and increasing the company's size and reach. Both of these will rely heavily on visual communications.

International Wolf Center - Based in Ely, Minn., the Center advances the survival of wolf populations by teaching about wolves, their relationship to wild lands and the human role in their future.

The International Wolf Center is able to encourage critical thinking about wolf issues - which are also people issues - which often leads to objective thinking about wolves. The Center promotes wolf survival by teaching about the facts using science. Its philosophy is that well-informed people of all ages have the biggest impact on wolf survival. With WolfLink programming, the Center is reaching students in areas where wolves do not exist and is fostering a desire to learn more through fun and education.

The Center is using videoconferencing programs to connect students and live wolves worldwide through its WolfLink Program. The ambassador wolves at the Center engage learners of all ages and spark a desire for understanding this large predator. Educators take advantage of the wolves' daily activities and highlight them with imagery, video, discussion and activities to educate about wolf ecology and social issues.

The Center staff already has a variety of goals for using videoconferencing in the near and far future. Online courses with live programming are in development that will incorporate behavioral studies, necropsies and even staff training. Staff imagines the traditional audience of elementary school groups to expand to high school and college level classes, adult/community groups and teachers/educators through development of continuing education curriculum. The ideas are endless!

Did you Know...

...that two hot topics in the video conferencing world today are recording and streaming.

It has always been a need in our industry to be able to record video conferences. Each manufacturer has their version of a digital video recorder that you essential dial right into from your video system. It will record your conferences, or you can just dial into the DVR and turn your conference room into a production studio.

Once this content is created, distributing it to the masses is the next step. You can watch these videos on-demand or stream them live directly from these recording servers. View it on your PC directly from the DVR or stream the content out to a streaming server so that thousands of people can view your video at one time!

VG Connect™ Highlight

Video Guidance announces upgrades and improvements to two VG Connect products, including WebEx and Video Streaming Service.

WebEx:

Support for additional Operating system

*Mac OS 10.6

Support for additional Browsers

*Firefox 4 (Mac/Windows)

* Chrome 7, 8 (Mac/Windows)

* Safari 5 (Mac OS)

Key Updates

*Microsoft Office 2010 support

*Alternate host capability (Event Center)

*Annotation enhancements (Support Center)

The new WebEx applications will automatically be installed the next time you access WebEx. Please access WebEx in advance of your next meeting to ensure you don't experience any delays.

Video Streaming

To deliver streaming speeds that better match the current bandwidth, Video Guidance has implemented the following new VG Connect Streaming options:

Audio - (Windows & Flash) 32 and 48 Kbps.

Video - (Windows & Flash) Low 155kbps – Medium 300 kbps – High 500 kbps – Video SD – 750 kbps.

These new options will not affect archived, existing or preordered streams.

For more information contact Video Guidance at 952-831-7215.

Technote

What is Packet loss?

Packet loss occurs when one or more packets of data travelling across a computer network fail to reach their destination. Packet loss is the main error that disrupts video conferences, causing the image to look distorted and blocky.

Training Spotlight

Be prepared / Be on time

- Being prepared is always good advice but it's especially true when facilitating video conference meetings. Dead time and lag time at the local site is amplified over video and feels three-times longer to the far end.
- If you want to keep all participants at all sites engaged – make sure you are prepared so your meeting flows from one topic to the next.
- When using the Presentation feature for your meeting, test before you connect to the far end. Then, test again when you are first connected before your meeting officially starts.

Contact Video Guidance

Contact one of our Video Guidance sales representatives during business hours.

Main: 952.831.7215
Toll Free: 877.314.1024
Help Desk: 952-400-2580
Toll Free Help Desk: 866-433-2240

Contact our helpdesk which is available for you 24 hours a day, 7 days a week.