

Contents

I. Team Update

Video Guidance's "cloud" communications allows small and medium-sized businesses to technologically compete with the big guys

Twin Cities Video Guidance awarded U-Wide video contract for University of Minnesota

Welcome new team members

Video Guidance introduces new look

II. Industry News

LifeSizes Video Center Introduces Mobile HD Video Streaming

Polycom Announces Acquisition of Accordent Technologies

Cisco Extends the Reach of Video and Collaboration With New Endpoints and Cisco TelePresence Recording and Analytics Capabilities

Team Update

Video Guidance's "cloud" communications allows small and medium-sized businesses to technologically compete with the big guys

The term "cloud computing" may be new but the concept isn't. Cloud computing is a practical, affordable way to allow businesses and organizations to utilize advanced technology so they can accomplish their goals. It is simply a pay-as-you-go tool of Internet-based services that organizations can use without taking on the unnecessary expense of owning the hardware, software, maintenance, training and support services.

Video Guidance uses its own cloud-based program called VG Connect™ to help connect people creatively. The industry-unique integration of video conferencing tools combines HD video, voice, multi-point bridging, streaming and gateway programs into one easy-to-use, cost-effective service. VG Connect's one-stop-shopping array of bundled conferencing services takes the burden of owning, supporting and troubleshooting the technology off of the customers.

"VG Connect's cloud-based service allows organizations to benefit from the 'best in breed' technologies to help them significantly increase efficiencies without the financial investment," said Michael Werch, president and CEO of Video

Guidance. "Because we will manage, support and maintain the services, companies can now compete on an even playing field."

Businesses are implementing strategic visual communications creatively to discover the unlimited applications to help them achieve their business goals. "From video conferencing, to distance learning, to telemedicine, we make the latest technology easy for all-sized organizations to imagine the possibilities," says Werch.



Twin Cities Video Guidance awarded U-Wide video contract for University of Minnesota

Video Guidance has been awarded a U-Wide contract for the University of Minnesota's visual communications products and services. The U-Wide contract will provide Tandberg (a Cisco company) hardware, service and maintenance support for Tandberg, Polycom and Lifesize equipment. The contract, effective this month, was issued by the U of M's purchasing services department, which provides management oversight and facilitation of all

Contents

Continued

III. Training Spotlight

IV. Technote

V. VG Connect Highlight

VI. Did you know...

VII. Contact Video Guidance

Team Update

Twin Cities Video Guidance awarded U-Wide video contract for U of M

Continued

university purchasing processes to insure integrity, economy, efficiency and accountability.

In addition to the U of M, Video Guidance's visual communications contract also includes the Learning Network of Minnesota -- the education component of the Integrated Statewide Network, which is a collaborative wide area network for education, local government, and state agencies. U-Wide contracts with vendors for goods and services are available to all university departments as well as with other state agencies -- including K-12 schools, and state, local cities and counties -- through the Joint Powers Agreement, which jointly exercises the U of M's contract with other governmental units. A statewide video infrastructure shares video systems and connects video conference rooms.

"We are thrilled to be working with the U of M and the State to make video-and audio-based technologies available to everyone, everywhere. Moreover, we believe that pervasive video communications will directly impact productivity and performance," said Michael Werch, president of Video Guidance. "The exciting and inventive visual applications that can expand distance learning, maximize telehealth and engage experts and authorities are endless."



New Team Members

Please join us in welcoming Kathy Brackett. Kathy brings to Video Guidance over 20 years of major account management experience, selling communications

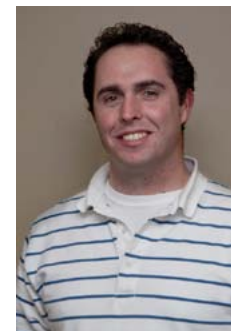


solutions and applications in the IT industry. She has managed accounts for dozens of the region's largest corporations as well as for numerous organizations in the public sectors.

Kathy most recently served as account executive at Minneapolis-based CDW/Berbee Information Systems, Inc., where she sold advanced communications technologies and products, including Cisco's total portfolio. Welcome Kathy!



Please join us in welcoming Keegan Moffitt. Keegan received his B.A. in Audio Arts and Acoustics from Columbia College Chicago. He has worked in the audio visual industry for 8 years between AV integration and running audio visual systems for events. He comes to Video Guidance with experience as an installation technician as well as experience in project management. He has also earned his CTS-I Certification through InfoComm International. Welcome Keegan!



Contents

I. Team Update

II. Industry News

III. Training
Spotlight

IV. Technote

V. VG Connect
Highlight

VI. Did you
know...

VII. Contact
Video Guidance

Team Update



New Team Members

Continued

Please join us in welcoming Chris Estle. Chris received his degree in Electronics from Hennepin Technical College. He has worked in the audio visual industry for 20 years. Chris brings to Video Guidance previous experience from previous positions he's held as a repair technician, installation technician, project manager, design engineer, sales engineer, integration manager, and sales. Chris was working the last four years as an independent contractor supplying integration, project management and design services. Welcome Chris!



Please Join us in welcoming Mike Nelson. Mike received his B.S. in Business and Marketing from Mankato State University. He has been involved in the sales of computer IT, software and hardware solutions his entire career. Mike has extensive knowledge of compression techniques for audio and video and for new up-and-coming A/V technology. In addition, he has network services experience, analyzing network infrastructures to support additions in services. Welcome Mike!



Video Guidance introduces new look

Video Guidance is introducing its new corporate logo as the first step in its new brand positioning, which will be rolled out over the next few months.

“Our logo is the face and identity of the new Video Guidance brand,” said Dan Driscoll, Video Guidance’s director of business and product development. “It is designed to create immediate recognition and we are excited to unveil it.”

The company’s new brand will include a completely rebuilt website, expected to be completed by early summer. The site will feature the company’s products, services and initiatives, as well as an expanded area highlighting many of the creative applications -- from video conferencing, to distance learning, to telemedicine -- that strategic visual communications can provide to help businesses achieve their business goals.



**VIDEO
GUIDANCE**

strategic visual communications



Contents

I. Team Update

II. Industry News

III. Training
Spotlight

IV. Technote

V. VG Connect
Highlight

VI. Did you
know...

VII. Contact
Video Guidance

Industry News

New Products and Services



LifeSizes Video Center Introduces Mobile HD Video Streaming

LifeSize, a division of Logitech announced HD video content streaming on mobile devices using LifeSize® Video Center. Now organizations can benefit from greater communication reach and flexibility by using HD video streaming, recording and auto-publishing to make video content available to teams working remotely on mobile devices, such as iPads® and iPhones®.

Today, mobile devices are everywhere. According to Frost & Sullivan, 2010 enterprise-level shipments for tablets worldwide was 600,000 units and is expected to go up to 49.1 million in 2015. The latest version of LifeSize Video Center helps organizations address the need for workers to have mobile access to live and on-demand video content such as executive updates, business presentations, sales meetings, training sessions, lectures and data

New features of LifeSize Video Center include:

- Mobile Streaming:** Users can access live and on-demand HD video content not only on a PC, but on a variety of devices, including an iPod, iPhone or iPad connected to a Wi-Fi or cellular network. Videos are accessed through the native Web browser, which requires no additional software installation.

- Automatic Adaptive Streaming:** LifeSize Video Center now features

automatic adaptive streaming so that a single HD recording from a LifeSize® 220™ Series endpoint can be streamed at up to four different bitrates, which means users will always experience optimal video quality especially when working from home, on mobile devices, or in locations with slow bandwidth.

- Network Storage:** Organizations looking to leverage existing storage can now serve on-demand videos from NAS and store a virtually unlimited amount of footage without additional fees, giving IT administrators infinite scalability to meet enterprise needs. Administrators can also control the backup of videos in case of an emergency.

- API:** Using LifeSize Video Center's API enables easier automation and integration of LifeSize Video Center into third-party systems and tools, such as the company intranet and Learning Management Systems (LMS), so that resellers and organizations can easily customize the video streaming solution for their unique environment.

The use cases for on-demand and live video streaming are vast and cross nearly every industry. Regardless of company size, LifeSize has seen customers deploy LifeSize Video Center to enable their employees to access HD mobile video content to collaborate with remote workers and perform their roles more effectively.

A leading social networking service is currently using LifeSize Express 220 endpoints and LifeSize Video Center to provide their

Contents

I. Team Update

II. Industry News

III. Training
Spotlight

IV. Technote

V. VG Connect
Highlight

VI. Did you
know...

VII. Contact
Video Guidance

Industry News

New Products and Services



LifeSizes Video Center Introduces Mobile HD Video Streaming

Continued

remote sales teams instant access to live and on-demand sales meetings and trainings on their iPads and iPhones. The organization also uses LifeSize Video Center to record videos of users navigating through their site. The videos are then sent to their development teams for review, which gives them the ability to observe and collaborate live or on-demand to improve the site's user interface.

"Based on our research, the demand for HD video on-the-go will play a big role in accelerating the adoption of video conferencing technologies in 2011," said Roopam Jain, industry director, conferencing & collaboration at Frost & Sullivan. "Tools like LifeSize Video Center present use cases that extend beyond the typical green story and cross-office collaboration. They bring value closer to home by giving professionals access to video content no matter where they need to be and enabling those working the field to leverage video as a visual touch point to their teammates at home base."

"Mobile technologies are redefining the modern workplace and are driving the innovation of new tools that can help teams stay tuned-in to developments, collaborate in real-time and not feel constrained when some team members are in the office and others are working remotely," said Michael Helmbrecht, vice president

of product marketing at LifeSize. "We're excited to introduce the expanded HD mobile streaming features in the latest version of LifeSize Video Center so that more organizations can affordably make critical content accessible from more places and more devices while providing the highest quality viewing experience possible."



Polycom Announces Acquisition of Accordent Technologies

Polycom, Inc. a global leader in unified communications (UC), announced the acquisition of Accordent Technologies, Inc., a leading provider of video content management and delivery solutions, for approximately \$50 million in cash. Polycom expects this acquisition to be neutral to earnings in 2011 and slightly accretive to earnings in 2012.

The acquisition positions Polycom to become the leader in the Video Content Management and Delivery market by integrating Polycom's leading open standards UC Intelligent Core™ and market leading UC endpoints with Accordent's innovative open standards video content management solution. The Accordent solution provides capture solutions for all major video use cases, whether delivering highly scalable live webcasts from the studio, providing automated rich media webcasting from the meeting or classroom, adding a streaming extension to videoconferences or enabling user-generated content from the desktop. According to data from market research firm Wainhouse Research, this acquisition immediately expands Polycom's total available market by \$500 million and, for this video

Contents

I. Team Update

II. Industry News

III. Training
Spotlight

IV. Technote

V. VG Connect
Highlight

VI. Did you
know...

VII. Contact
Video Guidance

Industry News

New Products and Services



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Continued

management segment, this market is projected to generate a compounded annual growth rate of 32% through 2014 to \$1.2 billion. As a strategic partner with Microsoft, Accordent strengthens and further differentiates Polycom's deep native integration with Microsoft Lync and Sharepoint.

"Polycom is committed to delivering an innovative, flexible and world-class video communications solution to customers over the entire content life-cycle – from real-time to capture, to management, to delivery," said Sudhakar Ramakrishna, Polycom Chief Development Officer. "We believe Accordent has the most elegant video content management solution on the market and by leveraging customer, channel, partner and product synergies with Polycom, this transaction positions Polycom at the forefront of end-to-end video and content management. We welcome Accordent's customers and employees to the Polycom team."

"From our first meeting with Polycom, we shared a common vision about the future of unified collaboration and the paradigm shift in the way people communicate and work," said Mike Newman, previous Accordent Chief Executive Officer. "By integrating Accordent's video content management solutions with Polycom's unparalleled end-to-end video solution, we believe we can make this vision a reality as we harness the natural synergies between our two companies."

Accordent grew to \$9 million in rev-

enues in 2010 and has over 1,200 customers in the enterprise and public sector, and through select service providers. The staff of 50 employees will remain in Southern California and will report into Polycom's UC research and development organization. Accordent's software-centric solution will become an integral element of the Polycom UC Intelligent Core and will be reported with Polycom's Network Infrastructure revenues.



Cisco Extends the Reach of Video and Collaboration With New Endpoints and Cisco TelePresence Recording and Analytics Capabilities

Cisco Extends the Reach of Video and Collaboration With New Endpoints and Cisco TelePresence Recording and Analytics Capabilities

As part of its strategy to enable organizations to improve business collaboration and communication, Cisco today unveiled a host of new offerings designed to make it easy for anyone to be a video producer. Customers now have new ways to create and consume video across the enterprise. With the new Cisco offerings, they can:

- Record and share videos and content on the fly from Cisco TelePresence® or other video endpoints, easily extending the usability of live or stored video for events, training or organizational communications.

- Enjoy exceptional search capabilities within videos



Cisco Extends the Reach of Video and Collaboration With New Endpoints and Cisco TelePresence Recording and Analytics Capabilities

Continued

themselves. Instead of wasting time scrolling through hours of video to find the right clip, with a few clicks of a mouse, users can now simply advance to the right spot -- whether to a spoken word, phrase or desired speaker.

Cisco also announced a variety of innovations designed to give customers more ways to easily deploy video pervasively throughout their organizations, from the desktop to the conference room. These innovations continue to deliver on commitments made in November, when Cisco announced that all new enterprise collaboration endpoints will be video-enabled.



Training Spotlight

Video Conference Best Practices establish video comfort, competence and confidence!

Your Tip of the Month:

Microphone and Volume

The microphones are VERY SENSITIVE. Especially if they are placed on the meeting table.

Whispers, coughing, and sneezing can be very amplified over the microphones.

SPEAK UP!!

Even though the microphones are sensitive, mumbling is mumbling and very difficult to understand not to mention hard to hear. This is even more the case over video.

Place the microphone at the nearest point to cover ALL participants.

Be sure to use the Mute key when necessary.

During multi-site meetings & presentations use the Mute key unless your site is speaking to eliminate extra noise from each site.

Training Sessions:

New training sessions are available! For a complete list of current available training sessions including dates and times, click the link below:

[Click to View Training Sessions](#)



Technote

On the new Cisco C-Series software platform, it is not possible to choose a specific protocol as your dialing method before the call (as in H.323, SIP). If you need to specify one protocol or another, you need to key in a prefix to the front of the dial string in this manner: “_sip:” or “h.323:”

Our Mission

Video Guidance is committed to continually evaluating the latest in video, web, streaming, and voice conferencing technologies. We provide the products, services, and solutions that will give your organization the ability to enhance internal and external communications. Video Guidance also provides unsurpassed network services; training and outsourcing resources; sales, leasing, rental options; VG Connect™ audio conferencing, web collaboration, video bridging and video streaming services; domestic and international public room rentals; and 24/7 technical assistance. Strategic alliances include: TANDBERG (OSLO: TAA.OL), Polycom (NASDAQ: PLCM), LifeSize, On Stream Media Corporation, Conference Plus, Radvision (NASDAQ: RVSN), VBrick, and Accordent.



VG Connect Highlight

Video Guidance's Virtual Room Rental

In our continuing effort to make meeting with your customers, business partners, and potential new employees easier Video Guidance announces our new service called Virtual Room Rentals. Holding meetings with business partners, customers, and potential new employees that do not have access to videoconferencing equipment can be frustrating. Searching the web for Public videoconferencing room rental locations that are close to the end user can be time consuming and expensive. Video Guidance's Virtual Room Rental Service makes meeting with non-videoconferencing endpoints simple and easy. There is no driving downtown to a room rental site. All the end user needs is a computer, internet connection, and web camera (web camera's can be purchased from Video Guidance, if the end user does not have one).

The Video Guidance Virtual Room "Vroom" Rental service is \$99.00 per hour per video endpoint segment. Video Guidance also offers a desktop service that can provide a user with a onetime desktop account that will allow the user to be connected to any external IP address, ISDN system, or SIP endpoint.

If you would like more information on Video Guidance's Virtual Room Service please call us at: 952-831-7215.

Did you Know...

...that not only can your video conferencing endpoints place video calls, but most have the ability to place regular audio calls as well. Most video systems can register to your internal phone systems in one way or another, or have a port available to plug an analog phone line directly into the device.

This allows you to utilize the video system in your conference room for regular audio conferences, or conference in that remote co-worker that wants to join into your video call!



Contact Video Guidance

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

Online Now!

Sales

Online Now!

Help Desk

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

