

## Video Communication Finding Widespread Application

TRAVERSE CITY, MI - December 8, 2010 - The most common use of video communication continues to be video conferencing. But Appia Communications, a leading provider of managed communication and network services, sees the technology taking hold in a variety of other applications.

"This is the third anniversary of our Appia Video Communicator (AVC) product. Over the past three years, AVC has made its way into more and more diverse applications," said Victor von Schlegell, Appia's president. "One example is what we call the 'Virtual School Bus.' Schools are looking for new ways to save money. They have used AVC to 'visit' zoos, museums, even NASA. Another is rural health care, where doctors use AVC to 'visit' nursing homes for routine consultations. We also have clients who use AVC to hold depositions. None of the parties is in the same room, but the results are the same as if they were."

"The ability to use AVC in so many different ways shows the promise of video communication. It is a function of the low cost of AVC and the availability of more plentiful bandwidth," continued von Schlegell.

Some of these innovative customers have found that using the public Internet does not deliver the video quality they need. For these customers, Appia offers MPLS networking, which ensures video quality along with business VoIP and general Internet use.

For more information, please contact your Appia partner, visit [www.appiaservices.com](http://www.appiaservices.com), or call 877-277-4297.

### **About Appia Communications**

Appia Communications is a leading provider of managed communication and network services, with a focus on small to midsize companies and organizations. Appia's solutions help customers minimize capital investments, reduce costs, enhance employee productivity, improve customer care, and compete more effectively against much larger enterprises.



Headquartered in Traverse City, Michigan, Appia serves markets nationwide, with operations in Atlanta, Chicago, Dallas, Detroit, Indianapolis, Los Angeles, New York, San Francisco, Seattle, St. Louis and Washington D.C.

Appia has gained recognition as one of America's fastest-growing private companies (Inc., 2007-10); one of the fastest-growing solution providers in the technology industry (CRN, 2009-10); and one of the top managed service providers in the world (MSPmentor, 2009-10). Appia has also been named one of the 2010 Michigan 50 Companies to Watch by the Edward Lowe Foundation.