

Appia Communications Launches High Definition Video Conferencing for Small and Mid-Sized Organizations

TRAVERSE CITY, Michigan — November 6, 2007 — Appia Communications, Inc., a leading provider of managed IT and telecom services, today announced a new high definition (HD) video conferencing service. The solution uses advanced technology that enables users to collaborate in real time, with the stunning quality of high definition video and at a much lower cost than other products on the market.

"HD elevates collaboration to a new level," said Victor von Schlegell, Appia's president. "Users feel as if they're taking part in a live meeting, whether they're meeting with people across town or across the globe."

The heart of the Appia solution is its H.264 CODEC, which was developed specifically for real-time applications. The CODEC enables compression of 300:1 or more, depending on content, which sharply reduces bandwidth requirements while producing HD quality.

The business model for Appia's HD conferencing solution is also different from what is typical in the video conferencing industry. Other services require customers to purchase expensive proprietary hardware. Appia customers can purchase equipment from sources of their choosing.

"Price has been an important barrier to entry for small and mid-sized companies and organizations looking to deploy HD video conferencing," von Schlegell added. "We wanted to make this technology as widely available as possible and we've priced our solution accordingly."

Finally, instead of a costly multipoint conferencing unit, or MCU, Appia offers multipoint conferencing as a service. This feature also reduces the cost to use video conferencing. The service constantly monitors bandwidth usage and availability and makes adjustments if bandwidth drops below a certain threshold.



For more information about high definition video conferencing, and other managed IT and telecom services from Appia Communications, please call 877.277.4297 or visit www.appiaservices.com.

About Appia Communications

Appia Communications is a leading provider of managed IT and telecommunications services. Our mission is to enable small and mid-sized companies and organizations to realize the benefits of Internet Protocol (IP) technology. Our managed solutions help our customers to reduce costs, enhance employee productivity, improve customer care, and allow them to compete more effectively against much larger enterprises.

Headquartered in Traverse City, Michigan, Appia has operations in New York, Chicago, Los Angeles, Detroit, Indianapolis, St. Louis, and other markets in North America and Europe. For more information, please call 877-277-4297 or visit www.appiaservices.com.