

Appia Introduces Affordable High Definition Video Communications Solution

TRAVERSE CITY, MI — June 9, 2008 — Concerns over fuel prices and carbon emissions are spurring heightened interest in video communications. Appia Communications, a leading provider of managed IT and telecom services, has just released Appia Video Communicator (AVC), a video communications solution that almost any company or organization can afford.

"We began with the most advanced implementation of the H.264 codec available," said Victor von Schlegell, Appia's president. "To it, we added what we call ActiveFrame®, a technology that reduces bandwidth demand without affecting quality. Then we priced it so that it's affordable by most companies and organizations."

Most video conferencing solutions cost from \$50,000 to \$300,000. By contrast, AVC can be implemented for about \$5,000 per conference room— a price that includes the encoder, speakerphone, and an HD display.

AVC also supports remote users. "Many organizations have people who work in remote locations," continued von Schlegell. "We felt it was essential for those who can't be present in a physical conference room to participate in video sessions." AVC can be used for video broadcasts as well as video conferences. "This solution is perfect for off-site training, distance learning, presentations, and other one-to-many applications," said von Schlegell. "We offer a free decoder that can run on almost any PC."

Finally, AVC offers a centralized video bridge, which is priced much lower than ISDN and other video transport services. "Most other solutions require a multipoint conferencing unit (MCU), which adds to both the initial cost and monthly bandwidth cost," said von Schlegell. "A centralized bridge also enables users to join video sessions from anywhere."



"We believe that AVC represents the best combination of quality and price on the market today," concluded von Schlegell. "It's also the most flexible solution available. We hope this combination of benefits will give organizations of all sizes a way to realize the benefits of video communications."

About Appia Communications

Appia Communications is a leading provider of managed IT and telecommunications services. Its mission is to enable small and midsize companies and organizations to realize the benefits of Internet Protocol (IP) technology. Appia's managed solutions help customers reduce costs, enhance employee productivity, improve customer care, and 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, Boston, and other markets in North America and Europe. For more information, please visit www.appiaservices.com or call 877-277-4297. Appia is a Cisco Powered Network and holds advanced Cisco communications certifications.