

## Video Communication Goes Beyond Conferencing | Combining voice, data and video in one live session shows promise for distance learning and other broadcast uses.

TRAVERSE CITY, Mich. – March 10, 2009 – Video communication is becoming more than just meetings, according to a recent white paper exploring the benefits and challenges of video conferencing.

"Video communication combines voice, data, and video in a live, interactive session," explained Victor von Schlegell, president of Appia Communications. "It might be a video conference, in which some or all of the participants can be seen and heard by each other. It could also be a broadcast, in which only the host needs to be seen and heard, such as in a distance learning session."

According to von Schlegell, this flexibility is critical to the wider adoption of video communication, especially for small and midsize companies and organizations. Broadcast uses open up boundless possibilities for schools, corporate trainers, public safety organizations, and others struggling with the high costs and time demands of travel.

"Live video communication breaks down barriers of time and distance," said von Schlegell, noting that broadcast sessions also use far less bandwidth than two-way conferencing, making remote attendance even easier.

The complete white paper can be read and downloaded for free at [www.appiaservices.com/pages/white-papers/](http://www.appiaservices.com/pages/white-papers/).

### **About Appia Communications**

Appia Communications is a leading provider of managed IT and telecommunications services, enabling small and midsize companies and organizations to benefit from Internet Protocol technology for far less than the cost of an in-house implementation. 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 Boston, Chicago, Detroit, Indianapolis, Los Angeles, New York, St. Louis, and other markets in North America and Europe. Appia was named to Inc. magazine's list of America's fastest-growing private companies in both 2007 and 2008, and was named one of the world's Top Five Managed Service Providers on the 2008-09 MSPmentor 100.

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