

Appia White Paper Explores the Benefits and Challenges of Video Conferencing

TRAVERSE CITY, MI – February 4, 2009 – Appia Communications published a new white paper today that explores the benefits and challenges of video conferencing for small and midsize companies and organizations.

Sourced from an interview with Appia President Victor von Schlegell, the paper:

- Provides background on video communication;
- Lists the traditional barriers to adoption;
- And discusses the next-generation solutions that are enabling organizations of all sizes to benefit from video communication.

"For a number of reasons, traditional video communication solutions have been impractical for many organizations, especially smaller ones," von Schlegell said. "But with soaring travel costs and a challenging economic climate, the need has never been greater, and providers are starting to fill the void."

The white paper can be read or downloaded for free at 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. 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.