

Video Conferencing Outside the Box | Appia's free video communication software runs right on a desktop or laptop, so there's no need for dedicated hardware.

TRAVERSE CITY, Mich. – October 8, 2009 – Business-quality video communication doesn't have to cost thousands of dollars and it doesn't have to require special hardware.

That's the premise behind "Applause," the PC-based video communication service from Appia Communications.

Appia, a leading provider of managed IT and telecom services, developed Applause to serve its core customer base of small and midsize companies and organizations. "Some video solutions require users to buy endpoints. Our view is that the benefits of video communication are difficult to realize when the upfront investment can be thousands of dollars," said Victor von Schlegell, Appia's president. "You can start using Applause with a PC, a camera, a microphone, and an Internet connection. Calling costs are about the same as a normal conference call."

Applause includes real-time video, voice, chat, and desktop sharing. It supports multiple users, with resolutions from standard definition to high definition. The software is free to download.

"IP technology is a great equalizer," von Schlegell said. "It allows us to provide secure, high-quality video communication as a user-friendly, hosted service that doesn't require proprietary hardware at each endpoint. The cost savings are dramatic and open professional video communication to almost any organization."

For more information, and to arrange a free online demo of Applause, visit www.applausevideo.com.

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 (IP) 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 Chicago, Detroit, Houston, Indianapolis, Los Angeles, New York, Philadelphia and St. Louis. Appia has been recognized as one of America's fastest-growing private companies (Inc., 2007, 2008 and 2009), one of the fastest-growing solution providers in the technology industry (CRN, 2009), and one of the top five managed service providers in the world (MSPmentor, 2008-09).

For more information, please visit www.appiaservices.com or call 877-277-4297. Appia is a Cisco Powered Network and holds advanced Cisco unified communications certifications.