

Appia Video Communicator slashes bandwidth requirements for video communications

TRAVERSE CITY, MI – October 13, 2008 – Appia Communications announced today that its Appia Video Communicator (AVC) software significantly reduces the bandwidth requirements for video communications.

"By its nature, video transmission requires substantial bandwidth," said Victor von Schlegell, president of Appia Communications. "This has been a significant barrier to the adoption of video communications, especially for small and midsize businesses and organizations. Appia Video Communicator clears this hurdle."

"We began from the ground up with an advanced implementation of the H.264 codec," von Schlegell said. H.264 is the latest standard for video compression. "Then we added what we call ActiveFrame®, a technology that reduces bandwidth demand by as much as 50 percent over H.264 alone, and without affecting quality."

AVC supports multiple resolutions, all at 30 frames per second. These resolutions include a 1280x720 high-definition experience, which requires much less bandwidth than the 1 Mbps or more demanded by similar video transmissions.

"Our customers need enterprise-class video communications that don't break the bank or their bandwidth budgets," von Schlegell said. "AVC combines the high quality of conference room systems with the low cost and flexibility of Web and PC systems. AVC represents the best combination of quality, flexibility, and cost on the market today."

For more information on AVC or to schedule a demonstration, please visit www.appiaservices.com or call 877-277-4297.

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. 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.