

# INTRODUCING VIDEO COMMUNICATIONS

**TANDBERG**  
See: performance

**To:** All Employees

**Subject:** Introducing Our New Video Communication System

I am pleased to announce the addition of TANDBERG video conferencing systems to our facilities. These easy-to-use, state-of-the-art video systems will help **<company name>** remain competitive through improved communication and teamwork. They will empower us to respond faster than our competition, accelerate decision-making, improve customer focus and reduce the expense, time and stress of travel.

Video communications works much like your telephone — you dial a contact and are instantly connected. Unlike your telephone, you can see with whom you're speaking and share visual information with them — including PowerPoint presentations, spreadsheets and other materials. With the quality of today's systems, conducting a video call or meeting is just as natural as being there in person.

Our new video system will help us tighten communications with regional offices and help us more effectively engage regional employees in important decisions. From human resources to customer service, every department at **<company name>** can benefit from this system.

I have already begun using this new video communication system and have been impressed with the difference it makes in my day-to-day activities. I firmly believe that this technology will allow our company to dramatically improve our way of working, increase efficiency and significantly reduce expenses.

I am relying on your support to make the deployment and usage of video a success at **<company name>**. Shortly you will receive information on upcoming training sessions. I urge you to attend one. In the meantime, you can direct any questions you may have to **<contact name>** at **<phone or email>**. You will also find useful video conferencing resources at [www.videochampion.com](http://www.videochampion.com) or on **<company name>**'s own intranet.

Regards,

**<Executive name>**