

NEWS AND VIEWS ON REAL-TIME UNIFIED COMMUNICATIONS

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Andrew W. Davis, andrewwd@wainhouse.com

Logitech to Acquire SightSpeed

Swiss-based PC peripheral giant and web cam behemoth Logitech has agreed to acquire privately-held, 25-person SightSpeed of Berkeley, Calif. for approximately \$30 million in cash. The acquisition of SightSpeed will provide Logitech with video calling technology and a software and services development team that can be focused on future video calling initiatives that can enable cross-platform video communications with an intuitive, lifelike experience, for people sitting in front of a personal computer or with their family in a living room. While most of us know Logitech from their keyboards, mice, headsets, webcams, and other PC-based business, the company is also active in what they call “digital life” bringing music, video, and security systems to the home. The company has also been quietly behind the scenes driving video chat for Microsoft’s Live Messenger service. In late 2007 Logitech announced a relationship with Skype. Skype users with the latest Logitech web cams can get 4x the resolution and 2x the frame rate of the earlier version of Skype video (320 x 240 x 15fps) assuming both users have the new cameras, dual core machines, and broadband connectivity. Logitech is mum about where exactly the SightSpeed acquisition will take the company, but clearly more video (and hosted services) is in their future. In the meantime, the current SightSpeed service will continue on without change.

Google Launches Video Chat

As part of its ever growing web applications Google has launched the beta of Gmail voice and video chat, a communications solution that incorporates Vidyo technology (H.264/SVC). Between Google, Skype, Logitech/Sightspeed, and ooVoo, things are getting very interesting. We did one quick test call with the new Google service (without headsets) and were indeed impressed ... good video, excellent lip synch, amazing echo cancellation, and wideband audio. The bar is rising!

Please Help Us Out (End Users Only)

Wainhouse Research needs your help. We are conducting our annual in-depth study of videoconferencing usage and plans. By telling us about your current deployments and interests in future solutions, you are helping to set a direction for the industry. Please take 10 minutes to complete our 25-question survey; the questions are designed to be fast and easy to answer. In return, end users who completes the survey will be invited to download a summary of **highlights from the survey results**. In addition, all end users will be entered into drawings for one of **five \$50 Amazon.com** gift certificates and, as a special prize for this survey, a **16 GB Apple iPod touch** (\$290 value).

[Click Here to take the survey](#)

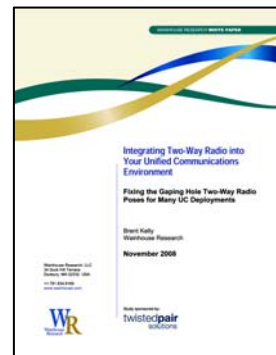
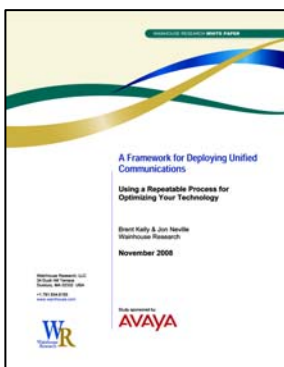


News in Brief

- Verizon Business and Nortel have teamed up to deliver a new managed telepresence service. The managed service, which complements Verizon Business' existing video collaboration portfolio, provides complete setup and management of telepresence conferences, including pre-connected and configured video circuits, and online conference reservations.
 - HaiVision announced the availability of the PIRANHA encoding platform. The PIRANHA, based on HaiVision's low-latency H.264 encoding engine, is targeted at military applications and combines time-based metadata with compressed video and audio into industry-standard MPEG transport streams.
 - Vidyo announced that Hitachi Communication Technologies (Hitachi Com) has entered into a joint development agreement with Vidyo that enables them to incorporate Vidyo products and technology into their own "personal telepresence" Hitachi Com offering. With Vidyo's technology, Hitachi Com will deliver multi-point, HD quality video conferencing to room systems and desktops over converged IP networks. The Hitachi Com product is dubbed NetCS-HD and complements an existing product NetCS. This is a big win for Vidyo; given the Japanese penchant for quality and reliability, we believe Hitachi tested over 8,000 configurations and situations for Vidyo's videoconferencing system. (Note: another totally separate Hitachi subsidiary Hitachi High Technologies has a distributor agreement with LifeSize.)
 - Visual Nexus released Version 4 software which supports high quality 4CIF video on standard desktop computers using a WebCam over a standard broadband connection. In addition, the new video synthesis function can display up to 16 video images, transmitting them in a single compressed video stream. Finally, the virtualization of the meeting server is now complete enabling different organizations or departments to use the same meeting server as if it were their own private system
- 
- Aethra signed a new agreement with Guatemala-based CVS Hightech for the distribution of its video communications product range throughout Central America.
 - WR has just released the [2008 Emerging CSP Markets Analysis & Forecast](#). The study details nine local emerging markets in Latin America, Eastern & Central Europe, and Southeast Asia. This market intelligence report provides insight to CSPs on the opportunity, risks, and competitive environment. Information for each of the markets includes local market sizing and addressable market opportunity and a provider review & analysis as well as descriptions of the local market environment including political, economic, telecom regulation, and teledensity. Additional information on this study and others by Wainhouse Research is available at www.wainhouse.com/csp. For more information please contact Client Services Manager Sara Fargo at sfargo@wainhouse.com or +1 781 934 6165.
 - Video, telepresence, holograms, dancing. Check out this [interesting clip](#) done on German TV. Courtesy of Masergy.
 - ESPRE Solutions has signed an agreement to acquire OpenACircle.com, an online collaboration company that had previously licensed ESPRE's proprietary video engine.
 - Australia-based professional and managed services group, The Citadel Group Limited (CGL), is acquiring the assets of CPE and BRE from Hurlome Pty Ltd in a deal worth over \$3 million. CPE, based in Canberra, and BRE, based in Sydney, have been tailoring audio and video communication technology solutions for Australian businesses for over 30 years. The acquisitions will strengthen the offerings of one of its existing subsidiaries, ServicePoint Australia Pty Ltd, which specializes in secure and integrated visual communication solutions for the Australian Government.

Two New (free) White Papers from WR

Two-way radio is often forgotten when planning a unified communications deployment, yet it is extensively used for mission critical communication such as command and control, emergency response, dispatch, field service, and security. Military units, police, transportation companies, airlines, and many others depend on their radios for day-to-day operations. This whitepaper discusses why the voice capability two-way radio provides is a key component that must be considered within an organization's overall unified communications fabric, and it describes a product for doing so, WAVE from Twisted Pair Solutions.



Unified communications has been the subject of thousands of press articles, and it is constantly being promoted by vendors and analysts as the next great communications breakthrough that every company must adopt right now in order to remain competitive. This white paper describes a four step framework for moving unified communications from an ad hoc, deployment scenario, which has resulted in many siloed implementations, to a managed process, tying the technology to an organization's people, processes, and business objectives.

Visit www.wainhouse.com/whitepapers to download your free copies.

Wainhouse Research, Drexel University, and the World Bank

The three organizations collaborated in an on-line symposium on globalization, learning, and technology. The event, which included three days of live webcasts of multipoint videoconferences connecting the U.S., Europe and China November 11-13th, continues with blogs, on-demand presentations, and discussion forms until the end of the month.



Report from the event (stacy@wainhouse.com Stacy Austin-Li):

The live events included keynote presentations, panel discussions between experts in China, the U.S. and Australia, and Q&A sessions in SecondLife. This event was a first for Wainhouse Research and all those involved with regard to the mixing of synchronous and asynchronous as well as videoconferencing, webcasting, and virtual worlds. The live video sessions were extremely successful due to the combined efforts of an experienced video production team at Drexel University, the video NOC and network of the World Bank GDLN (Global Development Learning Network), and the webcasting services at NetBriefings. As they say, it takes a village!

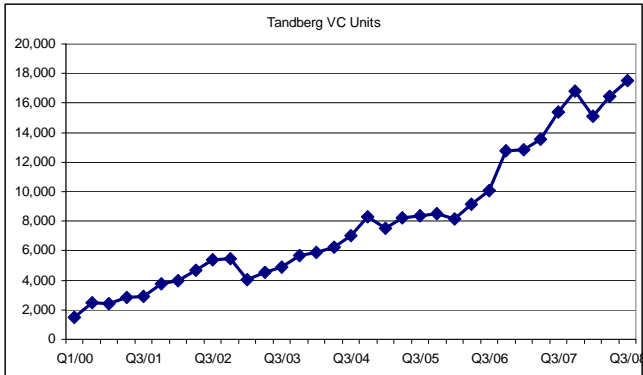
For those who missed it, but would still like to take part in the discussion of how these technologies can be used to build communities for development and learning in a global setting, [registration is still open](#) and all of the content, including the live event archives, are available. Highlights include:

- A blog by WR Senior Analyst Alan Greenberg facilitating the discussion on the Web 2.0 enabled teaching and learning environment and the explosion of content to be managed. Additional blogs by World Bank GDLN and Drexel University staff on best
- On-demand presentations on cross-cultural communication in SecondLife and a variety of best practices in technology use for teaching and learning.
- Keynote presentations and panel discussions featuring Dr. Galen Godbey of DeSales University on Global Innovation Networks and Philip Karp of the World Bank Institute on the evolution of thought and practice regarding the usage of technology for capacity building in development organizations.

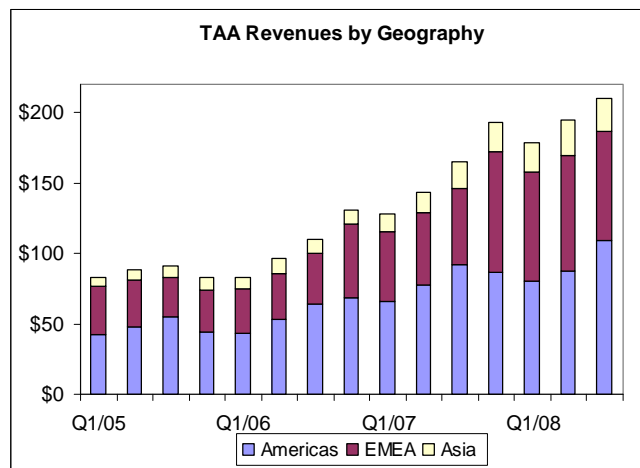
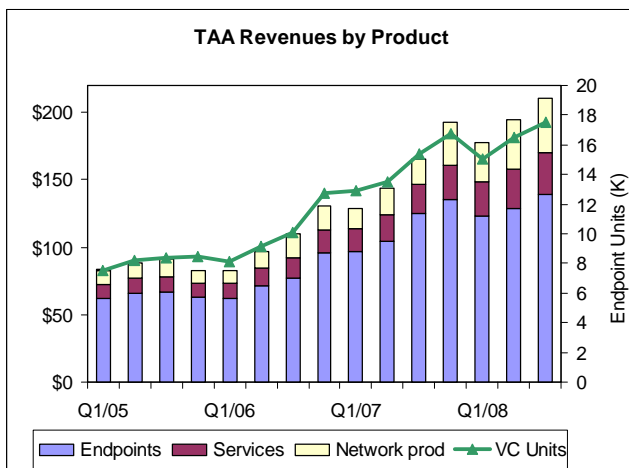
Dollars & \$ense

Tandberg Q3-2008

Tandberg turned in another stellar quarter, with a total annual growth rate of 27% (including the Codian revenues which were NOT part of the Q3-07 figures), very impressive. Units shipments of 17,487 were a record for the company. The ASP for the company was up 1.6% over Q2-08. Tandberg reported especially strong results in federal which represented 45% of the Americas' revenue. With 1400 employees, Tandberg's revenue per employee in Q3 was \$150K.



TAA	Q3 07	Q2 08	Q3 08	Sequential Growth	Annual Growth
Americas	\$92.4	\$87.8	\$109.1	24.3%	18.1%
EMEA	\$54.0	\$81.8	\$77.4	-5.4%	43.3%
Asia	\$18.9	\$25.3	\$23.8	-5.9%	25.9%
Total Rev	\$165.3	\$194.9	\$210.3	7.9%	27.2%
Endpoints	\$124.9	\$128.6	\$138.8	7.9%	11.1%
Services	\$21.5	\$29.2	\$31.5	7.9%	46.7%
Infrastructure	\$18.9	\$37.0	\$40.0	7.9%	111.4%
Op Inc	\$38.7	\$41.2	\$45.3	10.0%	17.1%
Endpoint Units	15,398	16,483	17,487	6.1%	13.6%



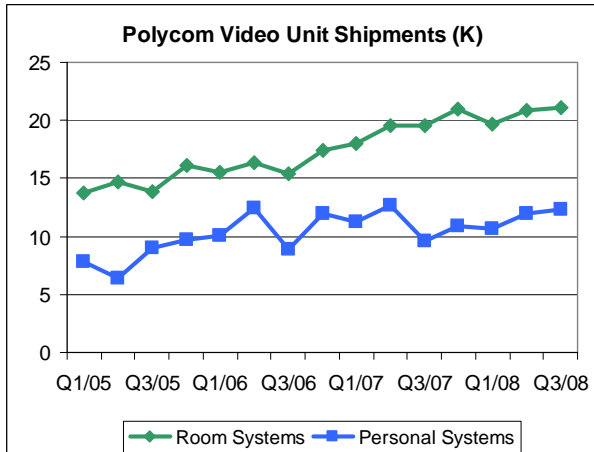
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WR's on-line content subscription service that provides individualized in-depth information and analysis on conferencing and collaboration

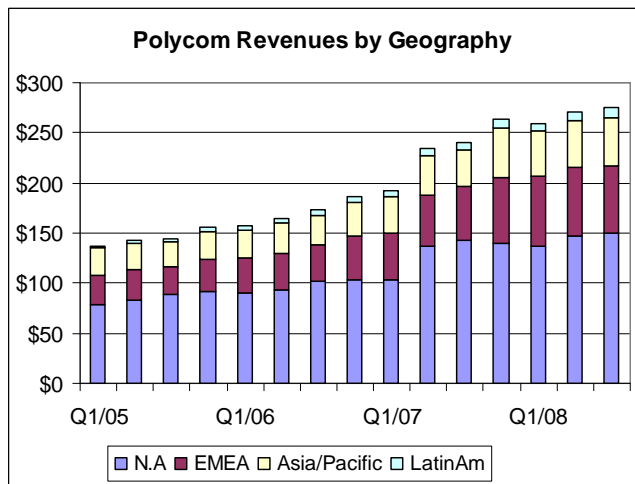
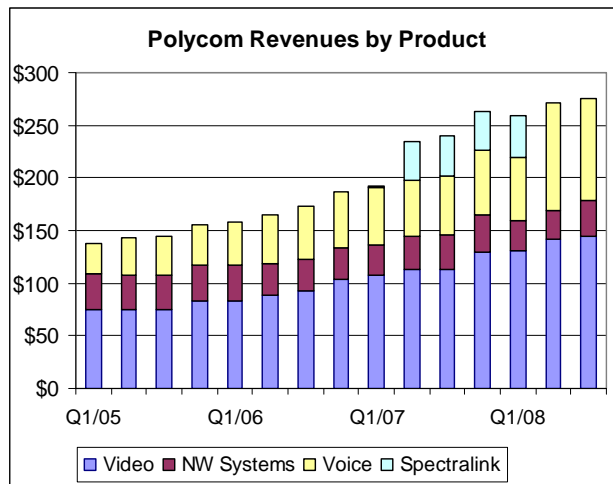
Polycom Q3-2008

Polycom returned to growth mode in Q3, with all product lines and all territories turning in strong results. Gross margins were up an impressive 1.7%. During the conference call management stated that the combination of HD and telepresence accounted for more than 50% of video revenues although telepresence revenues by themselves were off (down) from Q2-08. With 2,620 employees at the end of the quarter, Polycom's revenue per employee in Q3 was \$105K.



PLCM	Q3-07	Q2-08	Q3-08	Sequential Growth	Annual Growth
Video	\$113.7	\$141.2	\$144.2	2.1%	26.8%
Network Systems	\$32.6	\$28.0	\$33.9	21.1%	4.0%
Voice+Spectra	\$93.7	\$102.4	\$97.7	-4.6%	4.3%
Total Rev	\$240.0	\$271.6	\$275.8	1.5%	14.9%
Group Units	19,529	20,845	21,126	1.3%	8.2%
Op Inc.	\$23.1	\$22.5	\$22.7	1.0%	-1.7%
North America	\$142.9	\$146.4	\$149.7	2.3%	4.8%
EMEA	\$53.3	\$69.5	\$67.6	-2.7%	26.8%
Asia/Pacific	\$36.9	\$46.7	\$48.4	3.6%	31.2%
Latin America	\$7.0	\$9.0	\$10.2	13.3%	45.7%

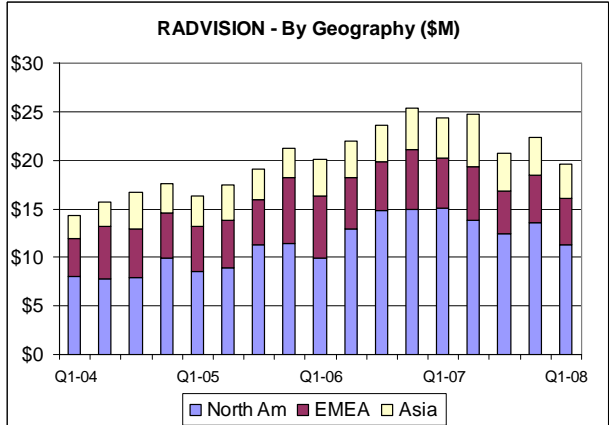
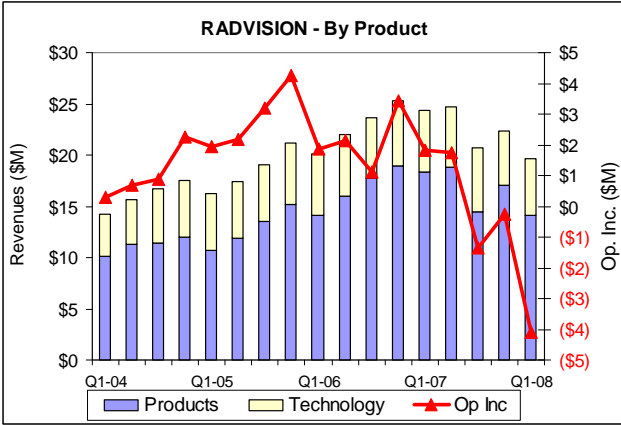
Note: About 15% of Polycom's total revenues are in services and are distributed within the voice, video, and network systems numbers reported above. Since Tandberg does not include services in their reported video or infrastructure revenue numbers, this makes the comparison between the numbers in the above tables NOT an apples-to-apples comparison. These differences ARE accounted for in our [SpotCheck report](#) (which IS an apples-to-apples comparison).



RADVISION Q3-2008

Radvision returned to positive growth in several sectors this quarter. Weakness in the TBU technology sales and in sales in AsiaPac were offset by a strong showing in North America, driven in large part by the company's strong and growing relationship with Cisco. Radvision reported over a \$1M loss for the quarter stemming from Auction Rate Securities and ended the quarter with approximately \$121.6M in cash, equivalent to \$6.00 per share. On the day before the earnings call the share price closed at \$4.80. With 450 employees at the end of the quarter, Radvision's revenue per employee in Q3 was \$48K.

RVSN	Q3-07	Q2-08	Q3-08	Sequential Growth	Annual Growth
Products	\$14.5	\$15.6	\$17.3	11.3%	19.7%
Technology	\$6.3	\$5.3	\$4.3	-18.7%	-31.3%
Total Sales	\$20.7	\$20.8	\$21.6	3.6%	4.3%
NA	\$12.4	\$13.5	\$14.4	6.6%	15.8%
EMEA	\$4.4	\$3.5	\$4.2	18.3%	-5.5%
Asia	\$3.9	\$3.8	\$3.0	-20.7%	-21.5%
Op Inc.	(\$1.37)	(\$4.30)	(\$4.32)	0.4%	214.7%
3G sales	\$2.2	\$1.8	\$0.7	-61.9%	-68.2%
CTM sales	\$0.6	\$0.1	\$0.1	0.0%	-75.8%



The Big Three

		Q3-07	Q2-08	Q3-08	Sequential Growth	Annual Growth
PLCM	Room Video Units	19,529	20,845	21,126	1.3%	8.2%
TAA	Room Video Units (3)	15,398	16,483	17,487	6.1%	13.6%
PLCM	Video endpoint revenue (\$M) (4)	\$113.7	\$141.2	\$144.2	2.1%	26.8%
TAA	Video endpoint revenue (\$M) (3)	\$124.9	\$128.6	\$138.8	7.9%	11.1%
PLCM	Infrastructure revenue (\$M)	\$32.6	\$28.0	\$33.9	21.1%	4.0%
TAA	Infrastructure revenue (\$M)	\$18.9	\$37.0	\$40.0	7.9%	111.4%
RVSN	Infrastructure revenue (\$M)	\$14.5	\$15.6	\$17.3	11.3%	19.7%
PLCM	Total revenue (\$M)	\$240.0	\$271.6	\$275.8	1.5%	14.9%
TAA	Total revenue (\$M) (3)	\$165.3	\$194.9	\$210.3	7.9%	27.2%
RVSN	Total revenue (\$M) (4)	\$20.7	\$20.8	\$21.6	3.6%	4.3%

- (1) Includes results from Codian Acquisition
- (2) Includes results from SpectraLink acquisition
- (3) Includes OEM units sold in North America
- (4) Includes a service component

Annual Growth Rates: Total Revenues, as Reported

	Q4/06	Q1/07	Q2/07	Q3/07	Q4/07	Q1/08	Q2/08	Q3/08
Polycom	19.5%	22.2%	41.8%	38.6%	41.2%	34.3%	16.1%	14.9%
Tandberg*	57.8%	55.4%	49.0%	50.8%	47.5%	38.6%	35.5%	27.2%
Radvision	19.5%	20.7%	12.3%	-12.3%	-11.9%	-19.3%	-17.3%	+4.3%

*includes results from acquisitions

Avistar Q3-2008

Avistar reported total revenues of \$2.7M, up 51% sequentially. Income from settlement and licensing (equivalent to revenue to everyone but the United States SEC) was \$1.1M, flat sequentially. Avistar also announced that the company has been granted 5 new patents.

Ezenia! Q3-2008

Ezenia! reported Q3 revenues of approximately \$1.7 million and \$5.3 million for the nine months ended September 30, 2008, a decrease of 13.7% and 26.2% from the same periods ended September 30, 2007, respectively.

ClearOne Fiscal Q1-2009 (Calendar Q3-08)

ClearOne reported quarterly revenues of \$10.3M, up from \$9.4M in the same quarter of last year.

Glowpoint Q3-2008

For the third quarter of 2008, total revenue increased 4.5%, to \$6.1 million from \$5.8 million in the third quarter of 2007. Overall Core revenue grew by 10.4%, to \$5.4 million from \$4.9 million. Non-core revenue, which consists of ISDN resale revenues and integration services, decreased 27.4 %, to \$0.7 million from \$0.9 million.

People & Places

Avaya, **Kevin Kennedy**, President and CEO (formerly of Openwave and Cisco)

Element Labs, **Marc Van Eekeren**, Vice President of Worldwide Sales

Video Guidance, **Shawn Deer**, senior account manager; **John Farr**, lead integration specialist; **Scott Swingle**, conference specialist.

2008 CSP Summit Roundup

The sixth annual WR CSP Summit was held in Boston on Monday, October 27th, bringing together 135 industry professionals to learn from and network with others in the field. Included among this sold out crowd were colleagues from 59 companies, including 37 different CSPs who had a total of 78 representatives attending the conference. Additionally, on the following morning, Tuesday, October 28th, a telecom fraud sub-conference was convened where 13 different CSPs and their technology partners – 31 people in total – discussed strategies to combat the growing incidence of telecom fraud against CSPs. It was decided to form an industry fraud control group – an association – to share incidence of fraud, size and monitor the status of fraud in the industry, and establish a formal strategy to attack and mitigate CSP fraud. Any CSP or technology partner that would like to be kept informed on the development of this group, or join in forming it, please contact Marc Beattie at mbeattie@wainhouse.com.

At the CSP Summit, WR's Enterprise Social Networking (ESN) Senior Analyst and Program Director William F. Zachmann polled the attendees, prior to his talk, on which public social networking destination sites they actively use. The "eyeballs estimated" results are as follows:

- | | | | |
|-------------------|------------------|-----------------|---------------------|
| 1. LinkedIn – 85% | 3. Plaxo – 18% | 5. Twitter – 8% | 7. Second Life – 2% |
| 2. Facebook – 40% | 4. YouTube – 10% | 6. Digg – 3% | 8. MySpace – 1% |

Wainhouse Research's dual 2009 reports on inward-facing and outward-facing ESN platforms will be out in Q1- 2009. Each includes in-depth market analysis, five-year forecasts, and vendor profiles. Please contact Sara Fargo for details (sfargo@wainhouse.com).



Marc Beattie, WR CSP Practice Manager kicked off the CSP Summit with his keynote address.



The sold out crowd paid rapt attention.



Rebecca (Compunetix), Paula (Powwownow) and Viviana (Compunetix) relax at the cocktail reception.



Speakers Tom Walker (left) and Andrew Pearce (right) share their views with attendee Brad Dupee (center)

WR Collaboration Futures Summit – Berlin 2009

Our annual April event at the Steigenberger Hotel in Berlin will feature an all-new format. After a half day mini-conference focused on the CSP industry, the Collaboration Futures Summit agenda will explore the major technologies and applications that are driving the future of the industry. The two-day program will cover the future of audio, video, and web applications and the social and environmental factors forcing changes at work, as well as the networking and computer technologies fundamental to enterprise unified communications. Put this event on your calendar now. Wainhouse Research summits are unique experiences for attendees to learn from and interact with industry experts, technology leaders, WR analysts, and fellow conferencing and collaboration and IT managers. If you would like to sponsor and speak on one of the megatrends, please contact sfargo@wainhouse.com.

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21 April 2009: CSP Summit (1/2 day)
22-23 April 2009: Collaboration Futures Summit

Meanwhile, we are proud to announce we have signed up our first featured speaker. Although employed by Cisco, Roy Skillicorn will be speaking as an end user, and explaining what it is like to deploy and manage a large scale telepresence network (Cisco currently claims over 280 systems deployed inside the company).

Presentation: Video applications explosion & the impact on the IP network

What are the global economic and social trends driving today's explosion in video applications? How will networks need to deal with them? What are the new emerging business opportunities for the re-architecture of networks creating growth for both service providers and advance technology partners? This presentation will cover how these applications are impacting network requirements for performance, quality of service and design. Key case studies of large TelePresence deployments will be highlighted.



Mr. Roy Skillicorn is currently the Senior Director responsible globally for enterprise video within the Worldwide Technology Practices Organization at Cisco. The Practices organization is responsible for the definition and execution of global services strategies for advanced and emerging technologies. In his current role, Mr. Skillicorn is responsible for the services strategy and the delivery and sales readiness for the global Services Organization in support of Enterprise Video and TelePresence.

Letters:

Andrew – just to clarify your previous story on the new Polycom HDX products – the HDX 8006 does not support 720p 60fps in the second stream, when using H.239. So, if you are in a 1080p or 720p60fps call, the main stream will support those modes/resolutions, but when you share via H.239 the second stream will only be 720p 30fps. In order to have your alternate camera sources show 1080p or 720p60fps, you would need to switch to that camera source completely – not split the streams with H.239. Hope that’s clear. Laura.shay@polycom.com

One on One with Videnda’s Managing Director, Sean Holohan



Wainhouse Research’s Richard Norris recently met up with the team from Videnda at the IBEC Telecommunications and Internet Federation Conference in Dublin. Richard took the opportunity to sample the local Guinness and chat with Sean Holohan, MD of Ireland’s largest videoconferencing distributor, Videnda.

WRB: So, Sean, tell me about Videnda. I know your primary focus is videoconferencing but that’s not the only string to your bow?

SH: Videnda was formed at the end of 2002 to distribute video communications solutions – particularly videoconferencing technologies. The name comes from the latin word Videnda - “things to be seen”. We have grown every year since inception with current growth of 33% on our previous year. We are expecting this to continue even in challenging

economic times with the addition of new technologies and new customers. Videoconferencing accounts for about 60% of our total business and we are distributors for all the main video conferencing companies. We also distribute leading VoIP and networking technologies. Finally, we have an IP Video Surveillance team representing megapixel surveillance technology from Mobotix in Germany.

WRB: What’s different about Videnda to other videoconferencing distributors and how does this ultimately add value to your reseller’s customers?

SH: We focus completely on communications solutions – be it voice, video, networking or IP surveillance – without display or other technology that is more commoditized. Resellers will add their own equipment bundles and we help them design and support these overall solutions. We have a strong installation and services team so we are very much a ‘hands on’ distributor.

WRB: Over the last 10 years Ireland has been highly successful in attracting HQ’s of major IT companies such as Google and Dell, amongst many others, but who’s using videoconferencing and which vertical markets are growing the fastest?

SH: Ireland as an island nation will always use voice and video communications technology unless people eventually stop wanting to talk to us. ☺ The major IT companies you have mentioned are large video users – but there are others that do not use much video at all. The same is true for sectors such as Government, Financial and Health – some are large users while others are not. Where we have had the most success is getting resellers to work closely with customers and build from a proven pilot to a much larger rollout. A recent example of this is the Irish Revenue Service in conjunction with our reseller Damovo. Any

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organization or business with dispersed offices within Ireland or abroad are current or potential users.

WRB: We heard at the IBEC/TIF conference that broadband deployment in Ireland has lagged behind the rest of Europe but is now catching up fast. Are you seeing this reflected in the scale of organization utilizing videoconferencing?

SH: Broadband deployment has accelerated over the last couple of years, but there are pockets of the country where it is not economical for the providers so this is currently being looked at by Government. Fulltime teleworking has not really taken off, but there are a large number of people working from home 1 or 2 days every week. There are also some interesting cross-border projects between Ireland and Northern Ireland where businesses and schools link up much more easily with video technology. We are beginning to see SMB's invest in video technology to communicate more easily to their external partners.

WRB: These are tough economic times and the outlook looks bleak for the coming year. Do you share the pessimism expressed by many of the carriers at the conference or do you think the coming year will be strong for Videnda? If so, why?

SH: We certainly see it as a large opportunity. The technology is there now and people and organizations are looking more than ever to implement it so they can improve communications and grow their businesses while reducing costs at the same time.

WRB: I have heard many references at the conference to the positive initiatives that the Irish Government have taken to helping communications and IT generally. Can you give me some examples that have affected Videnda and how these have helped promote videoconferencing?

SH: Environmental issues are very topical and we have a couple of ministers from the Green party in Government. As a smaller country and with organizations such as the Telecoms Internet Federation it is possible to make suggestions as to possible future direction – though change often is slow. Education is something that Irish Governments have always focused on and they need to continue this investment now more than ever to ensure Ireland continues to develop as a knowledge economy.

WRB: We've heard a rumour that there is some new, fangled gadget called telepresence on the scene. Do you see telepresence gaining any traction in the Irish market?

SH: We heard that rumour also! Cisco has a room in Dublin and Polycom is also deploying one. There are a small number of active Telepresence Room installs being planned but, to date, I am not aware of any Telepresence users. The rooms are at the very high-end so the technology we are focussed on more is High Definition. Solutions can be customized for all applications be it the most advanced room, to smaller meeting rooms to desktop. IP Surveillance technology is also high definition so the security benefits and applications there are huge.

WRB: Apart from minor irritations like the collapse of the global stock markets, what keeps you awake at night?

SH: Not much causes me sleepless nights but it will be an interesting few years ahead! What I like about High Definition video technology is that when the network is in place the technology is available to improve work and remote work environments and allow people and organisations to be more efficient! I am trying to practice what I preach!!

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