



“By using Avistar, customers transcend into a totally different videoconferencing experience—one that adds incremental and sustainable value for people to make decisions, bring teams together, improve intimacy with clients and make the supply chain significantly shorter. We’ve found its ROI immediate and long-lasting, and Avistar C3™ is so easy to use up and down the organization.”

**Scott St.Clair**

CEO

*Datamart*

## Realize True ROI

In today’s economy, where cost, quality and value matter, business-class Avistar C3™ desktop videoconferencing offers price and performance that cannot be matched. That strength, coupled with other clear measures of ROI, such as hard cost savings and increased productivity, make Avistar C3™ desktop videoconferencing a business imperative for companies eager to increase revenues and reduce unnecessary costs. Let’s put it this way: for less than the price of an average regional plane ticket, Avistar business-class desktop videoconferencing pays for itself. Avistar has spent more than 15 years perfecting desktop videoconferencing and developing patent-protected solutions to problems typically associated with video—bandwidth usage and availability, video quality, ease of use, etc. While others say they have addressed these issues, the reality is that most are still scrambling to build. Smart IT companies are buying Avistar technology to use with their own solutions, making employees more productive, clients more profitable and striking a better work—life balance.

Avistar has mastered the challenge of effectively scaling desktop videoconferencing in a reliable and manageable way while connecting legacy room systems to the desktop environment, and has designed Avistar C3™ for the way corporations and individuals do business—not the other way around. Positioned between the high-end, deluxe telepresence systems and inexpensive consumer video products, Avistar C3™ solutions offers the features that corporations have come to expect from business productivity software such as reliability, quality, scalability, interoperability and security.

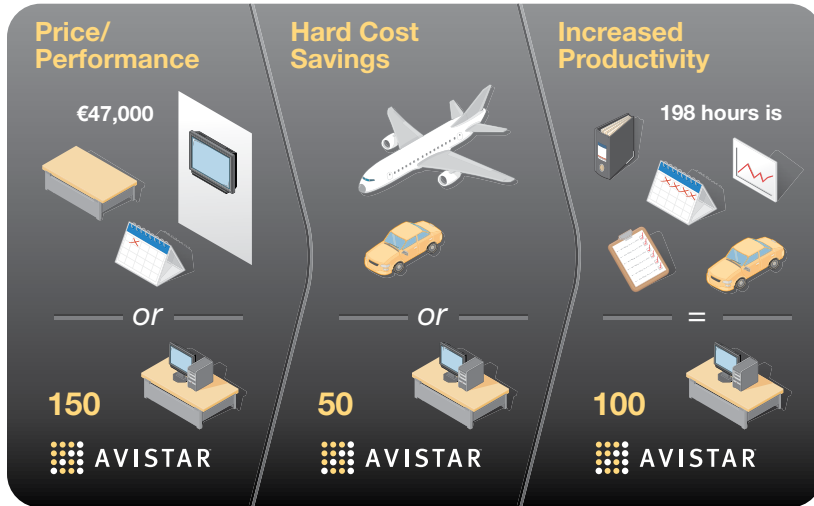
Avistar puts the “team” back in “virtual team room.” While telephones may connect a virtual team, Avistar turns the lights on, empowering people to communicate face-to-face and enhance connectedness to a shared goal. Avistar is more than the next best thing to being there – it is better in many ways, such as reducing disruption of people’s personal and professional lives and empowering collaboration across borders. Now more than ever, companies are taking a closer look at Avistar. Avistar C3™ is changing the way companies do business. Its versatility has opened new doors for resellers and distributors around the world. It is time you realized true ROI through Avistar.

## At a Glance

- Best Price/Performance Ratio for business-class videoconferencing bar none
- Pays for itself at cost of just one plane ticket
- Widely available through world-class resellers and distributors
- Being integrated with solutions from major IT players such as IBM



## True ROI



## Benefits

- **Realize Ubiquitous Communications** – Experience desktop videoconferencing any time, any place, anywhere
- **Appreciate Business Class** – Enjoy multiparty calls with just one click—secure, impactful communications
- **Increase Productivity** – Make virtual teams more team-oriented and integrated against common objectives
- **Increase Decision Velocity** – Speed clear articulation of data, which accelerates decision-making
- **Protect Investments** – Integrate Avistar C3™ easily with legacy systems
- **Improve Culture** – Break down silos, improve global communication, share common vision
- **Reduce Costs** – Lesson time and travel expenses, wear and tear on employees
- **Improve Hiring Decisions** – Interview worldwide from the desktop
- **Be Green** – Reduce corporate carbon footprint as well as the eco-impact of your employees
- **Experience Low Implementation Risk** – Eliminate need for IT staffers to be videoconferencing gurus

## True ROI

### Price/Performance

- Entry level tele-presence solution – 1st year capital and operating expense: €47,000\*
- Scheduling calls, traveling to tele-presence rooms, leaving the desktop: disruptive
- With Avistar you can conduct calls anywhere, anytime – without disrupting your day
- For the cost of one telepresence solution, a company could buy 150 Avistar C3™ Desktop Solutions



### Hard Cost Savings

- Annual savings in airfare, ground transportation and expense per executive: €16,000\*
- Recuperated time spent with clients, colleagues and families: immeasurable
- With these cost savings, a company could buy 50 Avistar C3™ Desktop Solutions a year



### Increased Productivity

- Regained work time and travel, for one employee eliminating one, four-day trip per month via Avistar C3™: 198 hours a year or €31,000\* in billable hours.
- Having employees available when they are really needed: immeasurable
- With these savings, a company could buy 100 Avistar C3™ Desktop Solutions per year
- Fast Fact: Studies have shown “three days after an event, people retain only 10% of what they heard from an oral presentation, 35% from a visual presentation, and 65% from a visual and oral presentation.” (<http://www.osha.gov/doc/outreachtraining/htmlfiles/traintec.html>)

\* 1.00 USD = 0.786802 EUR



# AVISTAR™

Avistar Communications Corporation

London • New York • San Mateo • Worldwide

### For more information:

Americas +1 650 525 3300

International +44 (0) 20 7917 9860

[www.avistar.com](http://www.avistar.com)