

A picture is worth a thousand words

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Introduction

Video conferencing is gaining traction as an important collaboration tool for many knowledge-intensive companies. The reason is obvious, with video conferencing, businesses save time, money and logistical challenges. Video conferencing is a new work tool that enables new work practices, such as instant problem solving and remote inspections. Mobile video communication devices give the user a unique possibility to bring remote expertise into the field instantly. High Quality Video conferencing technology has changed the way many companies communicate and do business.



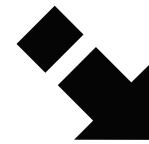
"Often, the value of a mobile video conferencing system can be demonstrated as easily as one saved helicopter trip"

Companies with large and distributed organizations are the early adopters of video conferencing tools since they have much value to gain from increased collaboration. Some of these companies are large, multinational oil and gas operators and suppliers that have sites all over the world. To leverage organizational skills, increase worker safety and save travel costs, these companies invest heavily in new technology that allows the workforce to be more effective. Often, the value of a mobile video conferencing system can be demonstrated as easily as one saved helicopter trip, or one problem solved faster than originally expected.

"Smarter, faster and safer operations"

Good audio and video communication is an important piece in an integrated operation (IO). IOs mean smarter, faster and safer operations by using new digital communication technologies.

Integrated operations is digitalizing of oil-related operations, which is exactly what digital cameras and IP audio and video communication system does. With IO one onshore office can support several platforms and production sites, all over the world, more streamlined operation is achieved. It has been estimated that IO could increase the oil production with a staggering 300 MRD NOK (about 50 Billion USD) from the Norwegian continental shelf alone (Teknisk Ukeblad, 20th of ebruary 2008). According to a more recent study from the ministry of oil and energy in Norway, the potential cost reduction is even greater, estimated at 1 000 MRD NOK, or about 170 Billion USD (Økt bore og brønnaktivitet på norsk sokkel, 16th of August 2012).



"Cut costs"

Innovative use of video communication is also leveraging the aging workforce oil and gas. Experienced engineers nearing retirement can work from onshore sites and share their knowledge in realtime with younger offshore field workers. A wider knowledge sharing is also possible. Experts in the various fields of technology can cooperate and share their knowledge with a broader audience, instantly and worldwide. One of the many advantages is that the problem can be addressed very specifically without the need for timely explanation. A picture is worth a thousand words, and at 30 fps (frames per second) the Xcaster can tell the whole story in no time.

About Pixavi Xcaster Series

Pixavi is the only producer of EX and ATEX Zone 1 certificated video collaboration equipment. This means that our products can be used in hazardous, industrial production sites where gas and flammable liquids are present. The signature product is the Xcaster, EX

"The Xcaster EX 5000 is very user friendly and has the best picture quality on the market"

5000 product. The EX 5000 utilizes wireless technologies and transmits high quality audio and video to any location. It uses the latest audio video codec algorithms and wireless networking standards in order to maximize the user experience and the functionality. The Xcaster is interoperable with most video conferencing endpoints, including Cisco/Tandberg, Polycom and Lifesize. The Xcaster EX 5000 is very user friendly and has the best picture quality on the market. The camera has a large touch screen display, 8GB to 32 GB internal storage and the pictures can be transferred from the camera very easily. The battery last for 6 hours of continuous operation.



“ Pixavi products enable integrated operations”

In addition to the signature Xcaster EX 5000, Pixavi offer wearable versions, Non-EX versions and still image camera and camcorder versions without video conferencing capabilities.

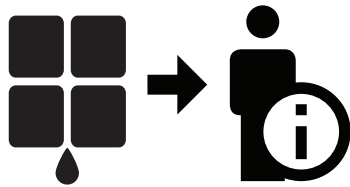
The Xcorder EX 4000 is an intrinsically safe Zone 1 and Zone 2 camera and camcorder combined in a compact package, featuring high-end optics and high resolution CMOS sensor technology. This is by far the best EX certified still image and video camera on the market. It also offers HD video recording and WiFi support for storing images in real time to network servers for immediate archiving and viewing. By syncing this server with a cloud share service such as Dropbox, Google drive or equivalent, you can have immediate access to the content anywhere in the world.

In other words, Pixavi has solutions that make communication with a hazardous area easy. Pixavi products enable integrated operations.

Why your organization should embrace video communication today

There are several reasons why video communication can help your organization achieve better operations, reduce cost, increase HSE and therefore increase your overall competitive advantage. It's a bold statement, and here is a breakdown of the arguments.

Reduce costs



“ Bring the problem to the expert, not the other way around ”

Having the right expertise available is very valuable. O&G operations are becoming increasingly expensive and the cost of downtime very high. Pixavi products are designed to solve some of these challenges. Today, our customers use our equipment for

- Faster access to the right expertise
- Reduced travel time and cost
- Fewer people exposed to risks
- The expert can serve several locations/problems simultaneously
- Reduced downtime as a result of good maintenance and quick problem solving
- More efficient documentation and surveillance



Since the cost of sending people to remote sites, and the huge costs in connection with a potential breakdown, the value of good communication products can be significant.

Better HSE - New usage scenario

Video collaboration technology opens up for new ways of communicating remotely. The Xcaster system is mobile, rugged, touch-based, and lightweight. In addition to remote diagnostics, inspection, maintenance, documentation and troubleshooting, the product can be used in “Telebuddy mode”. For safety reasons, on-site inspections and repairs often require two persons working together as a team. With Telebuddy-mode, this level of safety can be maintained without having two persons exposed to the potential dangers. An operator could monitor the co-worker from a safe distance, and only one worker will be exposed to danger. In Telebuddy-mode, a mobile worker operates alone, with live support and surveillance from a co-worker or team from a safe distance.

Drivers of video collaboration technology

Recently there has been a huge increase in video traffic over the Internet. There are several drivers for the adoption video conferencing as an everyday business tool for knowledge workers.

“The Skype generation is entering the workspace,”

- Awareness of video conferencing
 - The Skype generation is entering the work place
 - Management and organizational practices is maturing
- Increased and continued focus on optimization and cost reductions
- Increased focus on HSE
- Newer, better and smarter infrastructure is being built
- Globalization
- Complex problems calls for the availability of the right competence
- Climate Change and need to reduce CO2 Emissions

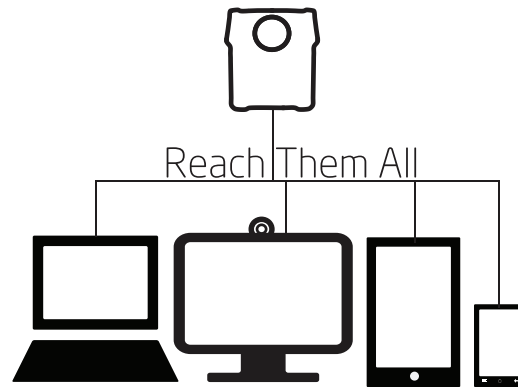
Most companies today have stationary video conferencing systems installed at their offices. Mobile video collaboration equipment is the outer perimeter of these video conferencing deployments. The Xcaster complements, and work well with existing onshore, meeting room systems increasing the value of current deployments. High quality video conferencing is often named telepresence, since the experience is as life like as in-person meeting. To illustrate the benefits of using video collaboration technologies, analysts at Winehouse research asked why people buy telepresence equipment:

Why People Buy Telepresence (Winehouse research, 2010)

1. Dollars saved from reduced meeting time (i.e. travel costs)
2. Dollars saved from reduced downtime (or, “windshield time”)
3. Dollars saved from faster time to market
4. Dollars saved from reduced employee turnover
5. Employee productivity
6. Customer satisfaction
7. Employee satisfaction
8. Supplier relationships

Pixavi's unique differentiators

Pixavi was founded on the premises that video collaboration technology could bring much value to complex operations offshore. Pixavi was pioneers in this field and the first company to make technology that was able to stream live video over Wi-Fi as far back as the year 2000. Since then, we have continued to bring innovations to the market. Our value proposition supports our view on how we want to be positioned in the market. Therefore, we strive to for:



- Ease of use
- Extremely high quality visual experience
- Tough, trustworthy and reliable
- Interoperable with the customers existing solutions
- Tailoring our products to our customer needs
- EX and ATEX Zone 1 and Zone 2 certification
 - In an emergency, the entire platform or production site is automatically upgraded to zone 1
 - The equipment needs this certification to be moved through a hazardous areas, even though they are not being used in this area
- In front with regards to R&D, hardware and software technology
- Pixavi also has the necessary complementary products to make your video deployment a success.

How to deploy video collaboration technology at your O&G installation

Pixavi has over a decade experience in designing and deploying video collaboration systems on Oil and Gas installations. The first installation and demonstration was conducted at the Ekofisk platform in the North Sea in the year 2000. After this, Pixavi technology has been deployed on O&G installations all over the world. Today, Pixavi has a worldwide network of local distributors and resellers that help customers install, and use Pixavi products.

The architecture of the video collaboration system is tailored to the specific need at the desired location. Pixavi and our partners provide the technology needed to enjoy high quality video communication anywhere. See the figure below for an illustration of how a wireless network can look like:

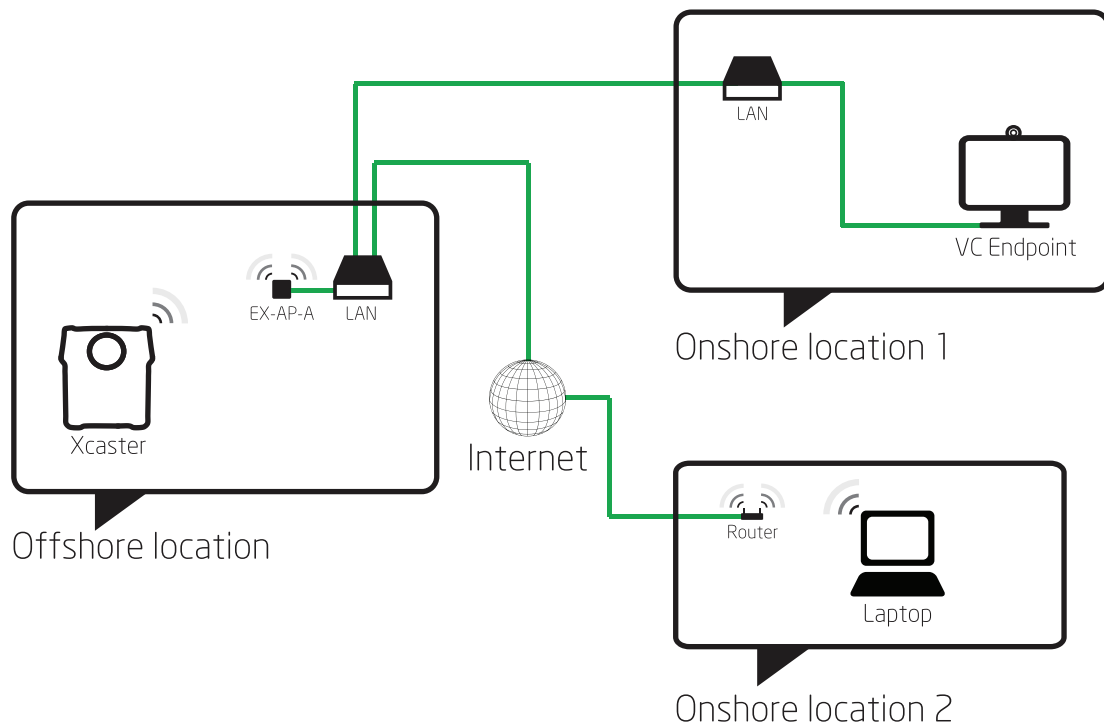


Figure 1 Overview of how a video collaboration technology deployment could look like

In addition to video conferencing cameras, we have complementing products such as EX certified wireless access points.

Complementarities: Digital Cameras and Wireless Networking Products

With three product categories, we have a whole product that supports our value offering. The digital cameras, called Xcorder, are used for documentation; surveillance and filming in hazardous areas, when the information does not need to be broadcasted live. The material is stored locally, and can be transferred wirelessly for archiving. These cameras do not have video conferencing capabilities, and sell at a discount compared to video conferencing

models. Additionally, we have a wide range of wireless networking products that enable wireless hotspots in hazardous areas. We have products for all EX and ATEX zones, as well as non-EX versions.

Since Pixavi's wireless video collaboration cameras use Wi-Fi technology, Pixavi had to develop wireless access points for use in hazardous area. The most commonly used access point is the EX-AP-A. The EX-AP-A is the preferred solution for Wi-Fi coverage in hazardous areas. The EX-AP-A is very customizable and can be deployed directly in the hazardous area. The access points have from 1 up to 6 antennas (2,4 GHz and 5 GHz). We can also deliver with fiber or Ethernet cable interface.



Figure 2 Pixavi networking and infrastructure products

For more information about our EX Certified infrastructure offering, visit this link:

www.pixavi.com/networks

Summary

This article has briefly explained the benefits of using video collaboration technologies to save time, money and effort. In addition, the technology opens up for new possibilities that could unlock even more potential in your organization.

The technology has matured to a level where it is readily available, easy to deploy and easy to use. To learn more about video collaboration technology, or to experience the benefits live, go to the Pixavi webpage: www.pixavi.com or contact sales directly at: sales@pixavi.com, / +47 90943156