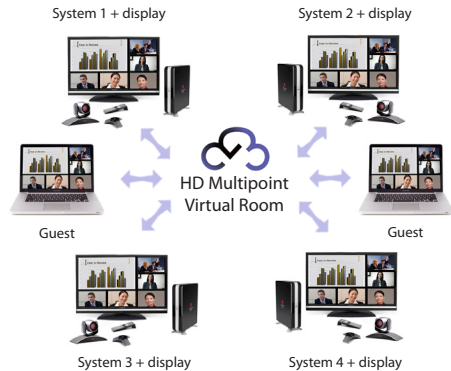


## VideoCentric launch “mobile phone contract” style bundles, changing the way organisations can buy video based solutions

*VideoCentric become the first reseller to offer pay monthly bundles for each of the worlds' leading video conferencing manufacturers, coupled with award winning maintenance & HD Virtual Meeting Rooms.*



VideoCentric, the UK's leading Video Conferencing Integrator, was today recognised as a “game changer” in the video conferencing industry by offering low cost ‘pay-monthly’ bundles for each of the worlds’ leading video collaboration vendors, including Cisco, LifeSize, Polycom and RADVISION (Avaya). The bundles include a quantity of video conferencing endpoints, a HD Virtual Meeting Room with multipoint conferencing for up to 4,6,9 or 25 participants and award-winning maintenance & support.

VideoCentric’s VideoCloud™ bundles allow customers to spread total costs, including VAT, over 3 years, enabling an instant Return on Investment with tangible savings outweighing outgoing costs, even in the first month. VideoCentric will also offer the option of technology trade-in and refresh at the end of the contract term to ensure that customer’s endpoints are kept up to date and aligned with infrastructure technology, which of course, is automatically and regularly updated throughout the life of the subscription period.

As an end-to-end solution integrator, VideoCentric is also offering the ability to include all associated services and accessories required into the bundles. This not only includes additional VideoCloud™ services such as Recording and Streaming services, ISDN, Skype and Lync Connectivity, Monitoring and Management, but also installation and training, bandwidth rental, LCD/Plasma displays, touch panel controllers and even brackets, trolleys and mounts.



Other Bundle options can include the Polycom HDX (top), Cisco SX Series (mid) and Avaya RADVISION XT Series (lower)



VideoCentric is confident that its VideoCloud™ bundles will be greatly welcomed by customers, particularly SMEs, who have previously struggled to adopt video communications across their organisation. One customer commented, *“In the past we have only had the budget to buy one or two systems at a time, and this means adoption across our organisation has been low. With these pay-monthly bundles, video communications can be seen as an operational expense and so adoption will be much higher, therefore the benefits of using video across our organisation will be recognised by everyone”*.

VideoCentric's VideoCloud™ bundles are available now and add to their ever growing VideoCloud™ Portfolio, the most comprehensive portfolio of cloud based video services available on the market today.

## About VideoCentric

VideoCentric Ltd is an accredited, independent end-to-end solutions integrator of the worlds' leading manufacturers of videoconferencing and telepresence systems, and is one of the most experienced video communications companies in the UK. VideoCentric's award-winning maintenance programmes and customer care services provide the highest level of technical support available in the UK with our own fully trained and accredited staff.

VideoCentric have the most comprehensive HD interoperability suite in the UK covering nearly all video systems from each of the world's top manufacturers, integrated with business solutions including SMARTBoards, interactive podiums and bespoke controls. Their newly opened Desktop, Mobility & Cloud demonstration suite is the first of its kind in the industry, demonstrating Unified Communications and Cloud-based Communications against traditional video conferencing and on-premise solutions. With strong partnerships in place with all the leading manufacturers, VideoCentric have the ability to incorporate vendor strategies into their own, including integration of Polycom, Microsoft Lync and Skype into a fully interoperable cloud service.

VideoCentric's leading Telepresence, Video Conferencing and Network Infrastructure brands include Cisco (formerly Tandberg & Codian), Polycom, Avaya, RADVision, Lifesize, ClearOne, Vidyo and VCON. These are complimented by Plasmas, LCDs, furniture, Cameras, Projectors, Interactive Whiteboards and Streaming/Recording servers by Canon, Sony, SMART, Hitachi, NEC, Samsung, LG, Panasonic, Wolfvision, Sanyo, Elmo & Exterity.