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News Release



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Vaddio and Blue Jeans Network Make Multi-party Video Conferencing Easy and Affordable

MINNEAPOLIS, MN (March 19, 2012) – Today Vaddio and Blue Jeans Network, the leader in interoperable video conferencing services, announced a partnership allowing customers who use Vaddio's EasyUSB tools and popular soft codecs such as Skype and Cisco Jabber to transform their personal computers into effective, affordable videoconferencing systems, to interconnect these systems into multiparty video conferences using the Blue Jeans service.

For a limited time, Vaddio customers will receive a special 30-day free unlimited trial of Blue Jeans.

Whether consumers are looking to create a simple videoconferencing system or a fully integrated boardroom, Vaddio gives them the tools needed to make software codecs work in a real enterprise environment.

“When we launched our EasyUSB Tools, we knew we were going to transform everyone’s expectations about the quality they could achieve from a soft codec,” explained Rob Sheeley, President of Vaddio. “Having solved the quality issue, we next looked at possible solutions that would allow these soft codec systems to interoperate with other videoconferencing systems. Blue Jeans Network, we discovered, has this amazing cloud-based service model that not only provides multipoint bridging services, but also allows a soft codec user to be able to connect to any other systems such as Polycom, LifeSize, Tandberg and so on.”

Blue Jeans Network is the leader in interoperable videoconferencing. By offering interoperability between so many popular business and consumer platforms, Blue Jeans Network has solved the interoperability issue plaguing the videoconferencing space and is enabling more people to communicate easily with each other. As a result, they are expanding the reach of video communications beyond corporate boardrooms and across the enterprise to telecommuters, remote workers, travelers, suppliers, partners and customers.

Vaddio’s EasyUSB tools include an HD USB PTZ camera, a USB audio mixer/amplifier, USB Professional quality microphone options – and for control, a web-based control system. For those legacy and traditional AV systems, Vaddio introduces the AV Bridge – your gateway from analog to digital. The AV Bridge lets you connect your existing audio and video equipment into your computer through a USB connection, so if you want to add Skype to an existing room system, the AV Bridge gets the job done.

When added to your PC, the combination of EasyUSB tools and the Blue Jeans service creates a complete group AV solution that allows users to engage in any type of collaboration and videoconference activities.

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About Vaddio:

Vaddio is the leading manufacturer and OEM distributor of specialty PTZ cameras and high-end camera control systems in the broadcasting, audiovisual and videoconferencing industries. Headquartered in Minneapolis, MN, Vaddio also has operations throughout the Americas, as well as sales and support partners throughout the world. More information can be found on the Vaddio website, www.vaddio.com or at (800) 572.2011.

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About Blue Jeans Network:

Blue Jeans Network makes video communications as easy and pervasive as audio communications, enabling more effective collaboration at work, at home, and on the road. The cloud-based conferencing service makes this possible by enabling customers to connect with each other seamlessly any time, anywhere, and from practically any device. Blue Jeans Network extends high quality video communications beyond the traditional boundaries of specialized conference rooms and into the mainstream, allowing individuals and employees throughout an enterprise to interact more effectively with each other, and with their customers, partners, suppliers, family, and friends. Blue Jeans Network is a private company headquartered in Mountain View, California. For more information go to: <http://bluejeans.com/>.