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News Release



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Vaddio and Vidtel Partner to Bring Cloud-Based Video Conferencing to Businesses of Every Size

Vidtel's vendor-agnostic service enables affordable, enterprise-grade videoconferencing between room-based systems, executive desktop products, tablets, PCs, Skype and Google

MINNEAPOLIS, MN (March 19, 2012) – When it comes to videoconferencing, enterprises of every size have one thing in common: They don't want to be locked to a single vendor, platform or service. To meet that need, Vaddio has partnered with Vidtel, whose cloud-based MeetMe service enables videoconferences between room-based systems, executive desktop video systems, PCs/Macs, smartphones and tablets using any combination of SIP, H.323, Skype and GoogleTalk technologies.

Vaddio is the leading manufacturer of PTZ cameras for videoconferencing, broadcast and professional AV applications, meeting customer demands for cutting-edge technology that's simple to control, easy to install and reliable to operate.

MeetMe enables businesses and other organizations to conduct videoconferences regardless of endpoint, platform or service and without the need for expensive bridges or exchange services. Used in conjunction with Vaddio's new EasyUSB tools, customers will now be able to conduct multi-party videoconferences

spanning a wide variety of vendors and service providers including Cisco/Tandberg, Google, InFocus, LifeSize, Polycom, Skype and Sony.

Complementing Vaddio's recently released USB cameras and USB microphone systems, Vidtel's MeetMe service is interoperable with leading SIP soft clients, enabling customers to use enterprise-grade soft clients with their Vaddio products (e.g., Cisco Jabber Video for TelePresence (Movi), CounterPath Bria, and Polycom RealPresence Mobile).

MeetMe's affordability makes enterprise-grade videoconferencing a viable option for businesses of any size. Because Vidtel runs the infrastructure in the cloud, the service requires no IT expertise or additional capital expenditure beyond existing systems and is as easy to use as an audio conferencing bridge.

Vaddio will offer a free 30-day trial of MeetMe to its integrator resellers throughout the United States, helping to bundle the sales of Vaddio equipment with a cloud service that makes SIP, H.323, Skype and GoogleTalk interop easy and inexpensive. The free trial certificate will be included with the Vaddio ClearVIEW HD-USB PTZ camera and the AV-Bridge. Both companies will conduct joint sales and channel development, including mutual introductions and joint sales calls.

"Vidtel's MeetMe gives our resellers the freedom to mix and match soft clients and hardware to create a custom solution that best meets their needs," said Rob Sheeley, CEO at Vaddio. "This agreement is the latest example of Vaddio's commitment to providing our customers with the option to create AV systems capable of multi-party, interoperable videoconferencing. Vidtel's service will allow our new USB camera to integrate fully with other SIP, H.323, Skype and GoogleTalk users."

"With MeetMe, Vaddio resellers have a powerful new differentiator in the rapidly growing, highly competitive videoconferencing market," said Scott Wharton, Vidtel CEO. "MeetMe enables Vaddio resellers to offer cost-effective, enterprise-grade videoconferencing service that expands the market for Vaddio's cameras. MeetMe also provides Vaddio resellers with an additional recurring revenue stream."

The Vidtel MeetMe videoconferencing service is available immediately to Vaddio resellers.

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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.

About Vidtel

Vidtel is the pioneer of any-to-any cloud video conferencing services. Our easy-to-use service provides compatibility between a diverse set of business-grade SIP and H.323 (e.g., Polycom, Cisco/Tandberg, LifeSize) and consumer-grade video endpoints (Skype and Google Talk). Vidtel enables even small and medium enterprises to affordably experience the productivity of business-quality video conferencing between dispersed employees, partners, and customers. Vidtel is located in the heart of Silicon Valley in Sunnyvale, CA.