



Voice Smart Networks Delivers Cloud Video Conferencing to its Customers

*Leader in Unified Communications
Brings Powerful Productivity &
Collaboration Tool to Customers*

LOS ANGELES/VENTURA/ORANGE COUNTY/SAN DIEGO – April 22, 2014- Voice Smart Networks a leading provider of unified communications, announced today that the company will now provide cloud video conferencing solutions to its customers. Voice Smart Networks cloud video conferencing technology enables end users to cost effectively collaborate via video with standard HD conference room systems, desktops/laptops, web browsers, tablets and smartphones. The interoperable cloud video service requires zero hardware and is very easy to use. Cloud video conferencing offered by Voice Smart Networks will improve productivity within an organization and enhance collaboration like never before. In simple terms, cloud video conferencing allows users to communicate face-to-face without travelling anywhere. With applications spread throughout all industries, video conferencing has been shown to dramatically increase performance for individuals who perform any tasks associated with relationship building, customer service, consultative sales, education, technical assistance, training and more. This is driven by the fact that video conferencing allows individuals to interact as if they were in the same room. Individuals retain significantly more

information when verbal communication is combined with visual cues. Thus, video conferencing takes a traditional phone call to an entirely new level and is just as easy to initiate. Traditional video conferencing is very expensive and prohibitive for most small and mid-sized companies. Cloud video conferencing, on the other hand, has caused a paradigm shift making this type of communications tool affordable for any business regardless of size. Plus, Voice Smart Networks solution is interoperable with traditional video conference room systems so if larger companies that have already made a significant investment in hardware can still reap the rewards of reduced utilization costs by connecting it to the cloud. “Video conferencing has been available for a while but being able to do so from ‘the cloud’ has opened up the floodgates of opportunity,” stated Mark Wadnizak, Partner of Voice Smart Networks. “The costs for this caliber of communications technology was previously and exclusively available for large enterprises, but now every small to mid-sized business, organization or institution can benefit from it. We see this technology radically changing the way we interact because it is based on a very simple premise – there’s no better way to communicate than by looking someone into the eye and expressing your ideas. People who try it once, instantly see how powerful it is, and we are thrilled to

see how businesses leverage this tool to gain a leg up on their competitors and increase their profitability.”

ABOUT VOICE SMART NETWORKS

Founded in 1982, Voice Smart Networks is Southern California’s leading data and voice company. The company’s mission is to increase its customers’ profitability, improve their productivity and give them a competitive advantage by implementing the right technology. Voice Smart Networks is the only provider that protects its customers from the two risks of technology - obsolescence and cost. As its customers’ trusted technology advisor, Voice Smart Networks has earned the position as the market leader and its customers’ business through quality products and services.

As a premier member of Technology Assurance Group, Voice Smart Networks is able to fulfill all of its customers’ technology needs. This means that the organization is the ultimate resource for business phone systems (VoIP and Session Initiation Protocol (SIP) provisioning), Managed IT Services, Network Security, Video Conferencing and Disaster Recovery.

Voice Smart Networks delivers future technology today! For more information, please visit please call 800-500-2696 or visit us at www.voicesmartnetworks.com.

