

## **Business to beat flight costs with high definition videocalls**

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When Prashant pawar, administration manager at geodesic software, first heard of high definition video conferencing (HDVC), he sat down for an off the cuff calculation.

Geodesic is a medium-sized information technology company with two offices in Mumbai and one in Bangalore. "Every week, I have to spend close to Rs 30,000 per person for every trip between Bangalore and Mumbai. In comparison, a complete installation of HDVC cost me about Rs 16 Lakh. I'll recover this in a matter of months," said Prashant.

According to a study by Frost & Sullivan, the total video conferencing market will grow by 12.6 per cent from \$4.8 billion (Rs 23,376 crore) in 2004 to \$9 billion (Rs 43,380 crore) in 2009.

"HDVC provides videoconference facilities with clarity, providing a customer experience that is almost similar to a face to face meeting." Said Abhimanyu Gupta, director, Actis Technologies, who supply HDVC equipment to companies.

The advantage with HDVC is that it can be connected to videoconference solutions provided by other companies, and can be used no matter what kind of bandwidth is available, said Shivakumar, country manager, LifeSize, which manufactures the set-top boxes used in HDVC.

An HDVC has to be connected to the set-top box and connected to the company's broadband connection. It works from a 128 kbps line to a satellite up link, and adjusts the quality accordingly, said Shivakumar.