

INTERVIEW: ACTIS TECHNOLOGIES

## 'Videoconferencing has great RoI, ranging from six months to a year'

### What technological trends are adding value to videoconferencing in India?

The videoconferencing technology has advanced from point-to-point communication to multiple locations involving a multitude of people. Some technological trends include multi-point control unit, high definition MCU, streaming/Web conferencing, IP videoconference recorder and streaming server (IPVCR), IP networks, video compression, data collaboration, and wideband audio.

### What are the major growth drivers of this segment in India?

Videoconferencing has several advantages, and these advantages are also the growth drivers of this segment in India. For instance, videoconferencing provides an ease of being present in the comforts of your own office while doing business across different geographical locations and quick deci-



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sions can be taken. Videoconferencing has great RoI, ranging from six months to a year, depending on the type of videoconferencing infrastructure one has opted for.

### How do you foresee the future of HDVC in India?

HDVC has been embraced the world over and has become the first choice in video communication. In India, too, HDVC continues to grow at a great speed. HDVC is significantly better than standard definition with 800% better clarity, 100% clearer sound, 40% more viewing area, and 25% smoother motion. The future of HDVC is very bright in India.

### What challenges exist in the way of promoting HDVC in India?

Some challenges that come in the way of promoting HDVC include bandwidth availability, higher running costs, and user mindset.

Although HDVC is catching up, there is a general lack of awareness about the technology. People who have already used standard definition videoconferencing and experienced some problems with the same tend to believe that HDVC is similar. This is where a demonstration becomes extremely important, to judge for themselves the difference between the two.

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