

Panasonic's HD Visual Communications System Takes Long-Distance Collaboration to the Next Level

From Skeptic to Believer!

H.B. Stubbs creates compelling customer experiences for leading corporations worldwide. We design and fabricate environments for trade shows, permanent installations and events. Our goal is to provide our clients with exhibits, displays and interactive experiences that engage people and bring brands to life.

Getting to know our clients is central to what we do so it has been a common practice for our account and creative teams to travel to client locations or for clients to visit one of our facilities across the country. The problem is, it can be difficult and time consuming—not to mention expensive—to line up executive travel schedules and keep the creative planning process moving steadily forward. In other words, the critical step of creative planning can become too drawn out.

The solution

Videoconferencing—but not just any videoconferencing. We recently began using **Panasonic's KX-VC500** HD Visual Communications System in three of our U.S. locations. Results have been impressive and are head and shoulders above other videoconferencing systems I have experienced over the past 15 years. We find that the combination of crisp high-definition images and realistic 360-degree sound enables us to bring groups of people together in a surprisingly casual and organic way. Facial expressions, body language, humor and other nuances of human interaction are all preserved, making HDVC meetings every bit as lively as in-person meetings.

Having the ability to arrange long-distance meetings has actually enhanced collaboration with our clients because it is so quick and easy to set up an HDVC session. There's nothing quite like being able to walk into a conference room down the hall to meet with our partners in London or Tokyo and discuss a new creative idea or work out an unexpected challenge.

As a result, projects move along more quickly—what previously took two weeks to accomplish can be reduced to just a couple hours.

Another great thing about HDVC is that the equipment is not at all intrusive and does not get in the way of the meeting. The technology is completely transparent and we have found the second high-def camera to be a very effective tool for showing clients up-close views of new concepts, sketches on the whiteboard or product detail that can be measured on screen to less than 1/32 of an inch. As for initial installation and setup, the Panasonic customer support team had us up and running on the HDVC system in less than an hour.

We even use HDVC to conduct interviews, which makes it easier and more cost effective for prospective employees to meet the entire senior management team. No conference call can come close to the level of communication that can be achieved with the HDVC system.

I'll admit that I was skeptical at first about how useful the HDVC system would be to our operation but once we started incorporating it into our daily activities, I quickly became a believer. It was easy to see that we were improving productivity while significantly reducing operational travel expenses and our carbon footprint. Every day brings new challenges and every day we find new ways to use HDVC. It's hard to imagine being in business without Panasonic's HDVC technology. **Alan Wester, Vice President Strategic Accounts**



Panasonic ideas for life

For more information, complete the
Contact Us form on
www.Panasonic.com/HDVC