



Jerry McKenzie  
President

## **HD VIDEO CONFERENCING SOLUTION FINALLY MATURES**

*Digitel Systems Inc. Delivers Powerful Technology to SMBs*

VANCOUVER, BRITISH COLUMBIA - January 29, 2013 – In today's market, large enterprises have come to rely heavily on technology in order to help accelerate their businesses. HD video conferencing has long been thought to be a powerful technology reserved exclusively for use by large-scale enterprises. However, recent developments in technology have lowered the total cost of ownership and now smaller organizations can benefit from this impactful technology. In an increasingly global economy, many organizations are looking to reduce travel expenses, collaborate with remote workers and foster real-time collaboration across all areas of a business. HD video conferencing allows organizations to accomplish this and gain competitive advantage in their industry.

Simply explained, HD video conferencing allows users to conduct face-to-face meetings without leaving the office. Multiple parties can collaborate with one another on various projects regardless of location, instantly increasing office productivity. Essentially, this dynamic technology elevates our expectations of basic web and audio conferencing tools. Users can now broadcast important meetings

to other locations, reducing travel expenses and saving lost time. Another factor behind video conferencing's recent success is due to its ability to show non-verbal communication and increase the "human feel" of meetings.

"Our customers have always expressed a very strong interest in the capacities that videoconferencing solutions deliver but we didn't to bring this technology to our customers because the cost for this technology was simply too high," stated Jerry McKenzie, President at Digitel Systems Inc.. "We have built our reputation over the years by truly partnering with our customers, concerning ourselves with their needs and obligating ourselves to only provide them with technology that significantly boosts employee productivity and increases their bottom line. We assert that at the end of the day, technology needs to increase a business' profitability and give them a competitive advantage or it should not be implemented. HD video conferencing has finally matured to the point where our customers can enjoy the benefits of this technology while simultaneously increasing their overall profitability. We've been excited to see how different industries have been applying video conferencing to their businesses and have learned quite a bit throughout our experiences. We

look forward to helping our customers get the most out of their technology."

### **ABOUT DIGITEL SYSTEMS INC.**

Founded in 1984, Digitel Systems is a leader in voice communications in British Columbia. The company's mission is to increase its customers' profitability, improve their productivity and give them a competitive advantage by implementing the right technology. Digitel Systems is the only provider that protects its customers from the two risks of technology – obsolescence and cost. Digitel Systems 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, Digitel Systems is the ultimate resource for business phones systems, using voice over internet protocol (VOIP), session initiation protocol (SIP) and audio/web conferencing. Digitel also provides comprehensive disaster planning and recovery for local and wide area voice networks.

Digitel Systems delivers future technology today! For more information please call 604-231-0101 or visit [www.digitel.ca](http://www.digitel.ca).