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**NEWS FOR IMMEDIATE RELEASE**

**BTS Technologies, Inc. Brings Businesses Together With HD Video Conferencing Solutions at the Lowest Cost of Ownership**

BIRMINGHAM, AL - November 30, 2011 – BTS Technologies, Inc. a leading unified communications provider, announced today that the company has selected LifeSize® Communication's HD Video Conferencing Solutions to help their customers increase productivity and collaboration while ensuring minimal business disruption. This powerful technology is revolutionizing the way many organizations carry out everyday interactions and has accelerated the pace at which those organizations can operate.

HD Video Conferencing technology has been available for several years, however today's breakthrough lies in how the solution has matured. When it came to this advanced technology, many organizations in years past opted out due primarily to the high cost of ownership. LifeSize® Communications has shifted this paradigm and has found a way to bring the same capabilities to market affordably -- by reducing and in some cases eliminating the ever increasing costs of travel while at the same time improving communication efficiency.

"We've been watching HD Video Conferencing mature for quite some time and we're absolutely thrilled to finally introduce it to our customers," commented Roger Wentowski, President of BTS Technologies, Inc. "Technology exists to enhance productivity, increase profitability and provide a competitive advantage. Period. Now that HD Video Conferencing can finally do that, it's time to take advantage of its powerful capabilities and get it out to our loyal customers. We've always differentiated

ourselves from the competition by partnering with our customers and concerning ourselves with their overall profitability as a result of our interaction. Our customers continue to reward us for our integrity, and we plan on continuing down that path.”

### **About LifeSize Communications**

LifeSize Communications is a world leader in high definition video communications and telepresence. Founded by industry veterans in 2003, LifeSize pioneered high definition video communications to make communicating at a distance as natural and effective as being in the same room, for anyone, anywhere. LifeSize became a division of Logitech in December 2009, sharing a vision of everywhere there is voice there should be video. For more information on LifeSize visit [www.lifesize.com](http://www.lifesize.com).

### **About BTS Technologies**

BTS Technologies, Inc., (BTS) was founded on the philosophy of maintaining a profitable business by providing the best in telecommunication systems and services to our customers. The stated purpose of our company not only allows us to provide short term answers to our customer's communication needs, but also affords us a longevity unsurpassed by the telecommunication industry in our region. We strive to provide quality materials, trouble -free installations and total communication services at a fair and competitive price that will allow us to maintain our business with quality employees. This policy insures the on-going system service and support that you deserve and expect. BTS Technologies, Inc. is located at 311 West Valley Ave, Birmingham, AL 35209. For more information on BTS please call (205) 942-6532 or visit [www.askbts.com](http://www.askbts.com).

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