



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

*BTS Technologies, Inc. Delivers  
Powerful Technology to SMBs*

BIRMINGHAM, AL - November 1, 2012 – 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 bring this technology to our customers because the cost for this technology was simply too high,” stated Roger Wentowski, President at BTS Technologies, 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 BTS TECHNOLOGIES, INC.**

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 <http://www.askbts.com>.