



HD VIDEO CONFERENCING SOLUTION FINALLY MATURES

*Cascade Telecommunications, Inc.
Delivers Powerful Technology to SMBs*

BEND, OR - 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 bring this technology to our customers because the cost for this technology was simply too high,” stated Allan Clack, President at Cascade Telecommunications, 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 CASCADE TELECOMMUNICATIONS, INC.

Cascade Telecommunications is locally owned and operated and is Central Oregon’s business owner’s first choice for over 16 years. Cascade Telecommunications goal is to provide each client a custom designed telecommunications solution that not only enhances their customer’s experience, but also provides increased profitability and a competitive advantage. Cascade Telecommunications is a single source contact for all voice, data, and video needs.

Cascade Telecommunications provides industry-leading products with Factory Certified Technicians, Sales and Customer Service Staff, to ensure customer satisfaction by maximizing system performance.

Cascade Telecommunications provides around the clock service to ensure system reliability with the mission critical nature of the telecommunications. Cascade Telecommunications offers comprehensive service 24 hours a day, 7 days a week and emergency service guaranteed within 1 hour.

For more information on Cascade Telecommunications, call 541-388-5158 or visit www.cascadetel.com.