

# White Paper: Collaboration – then and now

Only with the introduction of modern large-screen projectors in the late 1980s did a change come about: The PC became - thanks to PowerPoint – the #1 presentation medium and "multimedia" became a byword. The first media controls came via touchscreen panels, making it easier to use the increasingly complex technology, and the first videoconferencing systems, at that time still very expensive and with limited image quality, were introduced. The conference room became - for the first time for groups of people outside the boardroom, as well - the decision-making centre.

The mid-90s saw the final breakthrough in global collaboration: with consistent signal transmission via IP it became possible to transfer digital content bidirectionally over existing ethernet networks to any selected end point.

Today we are familiar with this technology and its applications, using such terms such as unified communication, a consolidation of all information channels, or unified collaboration, encompassing the possibilities of cross-platform collaboration. They stand for the integration of a variety of applications such as clouds, streaming, recording over IP and media over IP.

**Unified collaboration is now being further systematically developed and is constantly changing. What was true in the 1980s is even more important in today's competitive business world: companies that adopt new technologies at an early stage are more agile, more responsive and, ultimately, more successful.**

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## Did you know?

In today's world videoconferencing systems are part of a sound business strategy; they cannot be ignored because they both reduce costs and create an environmentally favourable public image.

These cost savings and the reduction in the use of fossil fuel resources are considerable and an important factor in business planning for companies of all sizes. This leads to higher profitability and adds greater value for all stakeholders over the long term.

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