

White Paper: Everyday audiovisual communication

Audiovisual communication is far more than just videoconferencing. Audiovisual communication is versatile. It is omnipresent and at the heart of everything - which is precisely why, in many everyday situations, we do not notice it.

For example, on the underground: a 15" screen mounted on the ceiling shows current film recommendations, then some headlines, followed by the weather forecast. On the platform a display indicates the route to the exit. Above a bus stop further displays show departure times, bus destinations, schedule changes and delays. Digital sign systems and digital posters are used not only for advertising. They are to be found almost everywhere where people need relevant information immediately: museums, exhibitions, events and stadiums.

The latter are an enormous audiovisual communications playground: from the management of the television camera channels to the routing of different audio and video signals to the control of the various displays and display panels, from the parking control system to the spectator guidance facilities - major events rely heavily on audiovisual technologies.

Similarly, in hotels or conference centres, guests are greeted on splash screens in the foyer, sound showers create the atmosphere, lighting installations create the mood. Hotel rooms are equipped with information systems, conference rooms with projectors, LCD touchscreens and SMART boards. State of the art videoconferencing systems are a must here.

They are standard in many companies: Recruiters conduct interviews over videoconferencing systems and buyers negotiate with suppliers in the Far East. Though time and money are scarce, facial expression, gesture and eye contact must not be neglected. While waiting in the airport cafe for their return flight, a key account manager on a business trip transforms their iPad and its client software into a sales meeting. A visitor arriving at an office building rings a bell - that triggers a monitor with an integrated camera that allows the receptionist to greet them.

Finally, and now in their private lives: They arrive home after a long day and can quickly catch up with their nearest and dearest using Skype, FaceTime or some other software communication system.

Audiovisual communications are endlessly varied. They are already an integral part of our everyday lives - both at home and on the job.

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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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