



Jeff Allen
President

Communications Technologies Incorporated Delivers Cloud Video Conferencing to its Customers

*Leader in Unified Communications
Brings Powerful Productivity &
Collaboration Tool to Customers*

BURTON, MI – April 22, 2014 - Communications Technologies Incorporated a leading provider of unified communications, announced today that the company will now provide cloud video conferencing solutions to its customers. Communications Technologies Incorporated cloud video conferencing technology enables end users to cost effectively collaborate via video with standard HD conference room systems, desktops/laptops, web browsers, tablets and smartphones. The interoperable cloud video service requires zero hardware and is very easy to use. Cloud video conferencing offered by Communications Technologies Incorporated will improve productivity within an organization and enhance collaboration like never before. In simple terms, cloud video conferencing allows users to communicate face-to-face without travelling anywhere. With applications spread throughout all industries, video conferencing has been shown to dramatically increase performance for individuals who perform any tasks associated with relationship building, customer service, consultative sales, education, technical assistance, training and more. This is driven by the fact that video conferencing allows individuals to interact as if they were

in the same room. Individuals retain significantly more information when verbal communication is combined with visual cues. Thus, video conferencing takes a traditional phone call to an entirely new level and is just as easy to initiate.

Traditional video conferencing is very expensive and prohibitive for most small and mid-sized companies. Cloud video conferencing, on the other hand, has caused a paradigm shift making this type of communications tool affordable for any business regardless of size. Plus, Communications Technologies Incorporated solution is interoperable with traditional video conference room systems so if larger companies that have already made a significant investment in hardware can still reap the rewards of reduced utilization costs by connecting it to the cloud.

“Video conferencing has been available for a while but being able to do so from ‘the cloud’ has opened up the floodgates of opportunity,” stated Jeff Allen, President of Communications Technologies Incorporated. “The costs for this caliber of communications technology was previously and exclusively available for large enterprises, but now every small to mid-sized business, organization or institution can benefit from it. We see this technology radically changing the way we interact because it is based on a very simple premise – there’s no better way to

communicate than by looking someone into the eye and expressing your ideas. People who try it once, instantly see how powerful it is, and we are thrilled to see how businesses leverage this tool to gain a leg up on their competitors and increase their profitability.”

ABOUT COMMUNICATIONS TECHNOLOGIES INCORPORATED

Communications Technologies, Inc. (CTI) is an independently, locally owned voice and data communications company serving Michigan businesses for over 20 years. CTI is a one-source solution for ordering dial tone and high-speed Internet, providing voice and data cabling, and installation and support of business telephone systems and computer networks. The company takes a consultative approach to its customers’ needs and makes recommendations based on over 100 years of combined experience and expertise. CTI actively supports the community through its involvement with non-profit and other charitable organizations. CTI’s goal is to add value, differentiate its services, and deliver strategic technologies with integrity and innovation resulting in the highest level of customer profitability, satisfaction and competition advantage. For more information about CTI please call 800-860-6910 or visit www.cti4u.com.

