



Vidia: a cloud-based video conferencing solution for companies

Swisscom has developed a cloud-based solution for companies that is also affordable for SMEs. Business users can use Vidia to attend meetings without being physically present. All that is needed is a computer, smartphone or tablet. After a beta phase lasting several months, Vidia is now commercially available and provides a high standard of quality and security.

Companies are being faced by a growing demand for virtual meeting rooms given the large number of appointments that take place at different locations. This makes travel to outside meetings no longer necessary, which is good for a company's time and budget resources. High investment and operating costs, however, have so far restricted the proliferation of professional video conferencing solutions, especially among small and medium-sized enterprises (SMEs). Companies no longer incur such costs as the new solution comes from the cloud. SMEs can now also make increasing use of video conferencing. Swisscom operates Vidia in its own data centres in Switzerland, thereby guaranteeing the highest security standards.

Independent of device and location

Vidia provides each customer with their own virtual video conferencing room, which can be accessed via computer, tablet, or smartphone (Android / iOS). This enables a user to participate in meetings without needing to be physically present. "Informal discussions are nonetheless still possible and, thanks to video transmission, people can see each other's facial expressions and gestures", says Roger Wüthrich-Hasenböhler, Head of Small and Medium-Sized Enterprises at Swisscom. Meeting participants can also share their screen contents with others, which is an optimal basis for successful collaboration.

Video conferencing with external parties also possible

Conventional video conferencing systems and solutions are not compatible with each other, which means that external parties such as customers and business partners are often unable to participate in video conferences. This is not the case with Vidia: even unregistered individuals can simply and



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spontaneously dial-in to the conference via its identifying web link. The transmission is always encrypted and in HD quality, even when 24 participants take part in a meeting simultaneously. The video conferencing solution is now available, with prices starting at CHF 19 per month, and is available for a 30-day free trial period.

Vidia was extensively tested during the beta phase and has already proven very popular. Under the Avatar Kids project by Kindercity, for example, Vidia ensures that children who have a long stay in hospital can still participate in school lessons and keep in touch with classmates, friends and family at home.

Further information about Vidia: www.swisscom.ch/vidia

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