



C.G. Frink  
President

## Northeast Information Systems Delivers Cloud Video Conferencing to its Customers

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

ALBANY, NY – April 23, 2014 - Northeast Information Systems a leading provider of unified communications, announced today that the company is releasing a cloud video conferencing solutions to its customers. Northeast Information Systems 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 simple to use, unlike room based systems. Cloud video conferencing offered by Northeast Information Systems 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 reducing or eliminating travel expenses. 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, Northeast Information Systems 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 many years, but being able to do so from ‘the cloud’ has opened up the floodgates of opportunity,” stated C.G. Frink, President of Northeast Information Systems. “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 NORTHEAST INFORMATION SYSTEMS**

For over 40 years and 3,000 customers, Northeast Information Systems has been the right choice for business telecommunications solutions in NY’s Tech Valley. The company’s primary focus is to leverage advanced communications technologies to improve our customer’s business processes resulting in greater profitability and increased customer satisfaction. Northeast Information Systems employs leading edge products from tier one manufacturers to design cost effective solutions backed by Factory Certified technical support.

The company’s local dispatch center delivers round the clock service to ensure system reliability with guaranteed emergency service response within 2 hours. Northeast Information Systems does business throughout New York, New England and nationwide via our network of authorized distributors.

For more information on Northeast Information Systems, call (800) 642-3147 or visit [www.nistel.com](http://www.nistel.com).