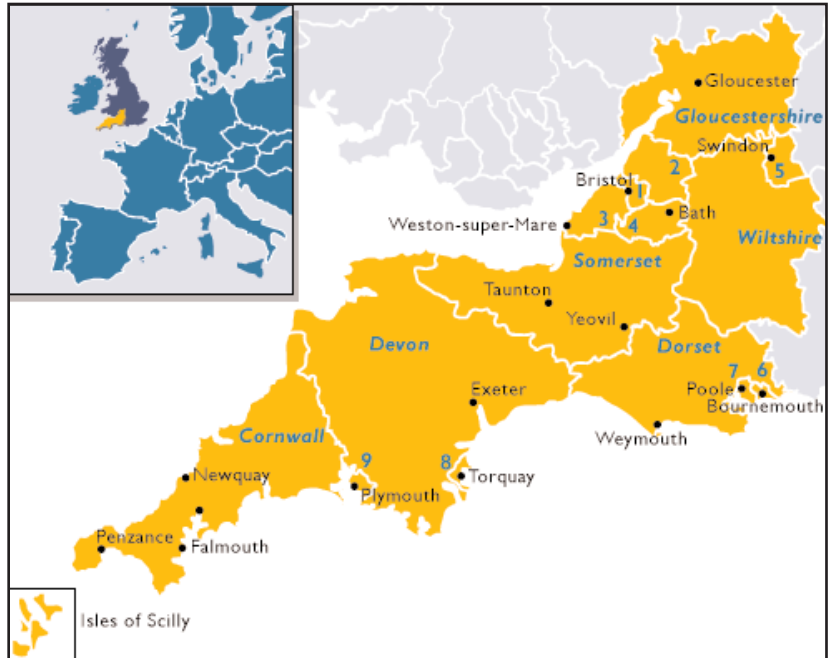


TANDBERG CUSTOMER PROFILE

South West of England Regional Development Agency



Agency officials think video communications will help boost economic growth

- **GOAL:** Help cut agency's travel by 200,000 miles per year while boosting economic development in South West England
- **SOLUTION:** Three TANDBERG 6000 videoconferencing units, two TANDBERG 2500s, one TANDBERG Director, one TANDBERG 1000, one TANDBERG MCU and the TANDBERG Management Suite
- **RESULT:** Significant reduction in travel costs and risks; improved collaboration among 300 employees in six offices

"We've calculated the benefits and now go around the region asking people, 'Have you tried this? Do you realize how much time and money you can save?'"

NICK LEWIS, DIRECTOR OF CORPORATE SERVICES, SOUTH WEST OF ENGLAND REGIONAL DEVELOPMENT AGENCY

"VIDEO MEETINGS" BOOST REGIONAL ECONOMY

Innovation, connectivity, new ideas . . . Certain words and phrases pop up repeatedly around the South West of England Regional Development Agency, whose mission is to stimulate the regional economy. The agency looks around the world at the most powerful forces driving growth, then urges businesses and public-sector organizations in the South West of England to help lead the way. The result has been a regional upswing in business and technology.

Given the role of connectivity in global economic growth, the agency is naturally a strong proponent of visual communications. It also practices what it preaches. It recently deployed an array of TANDBERG videoconferencing equipment across the region's seven counties to help its own 300 employees work more efficiently.

"We're already acting as videoconferencing ambassadors," says Nick Lewis, the agency's Director of Corporate Services. "We've calculated the benefits and now go around the region asking people, 'Have you tried this? Do you realize how much time and money you can save?'"

"We like to be seen as an example of good business practices," adds John Allan, the agency's ICT consultant. "But it's not just a demonstration. Videoconferencing is saving us money. We find it's a smarter way to work."

EASE OF USE

The agency chose TANDBERG after consulting with the Video Meeting Company, an independent provider of equipment, support and training. While testing TANDBERG's current product line, Mr. Allan realized it represented a quantum leap over videoconferencing units the Agency had bought from another vendor several years before.

"What swayed me most was that it was really simple to use," he recalls. "There was this wonderful little remote-control handset that worked like a telephone. Without that simplicity, I wouldn't have had a chance to persuade our people to try it."

The Agency's region stretches from Gloucester in the centre of England to the Isles of Scilly off England's southwestern tip. It's a dynamic region whose attractions range from an aerospace and defense-technology cluster around Bristol to the botanical wonder of the Eden Project in Cornwall to the vacation resorts of

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Bournemouth and Torquay. The Agency has six offices whose personnel are divided into teams covering a wide range of initiatives and investment projects.

"We do an enormous amount of traveling by car," says Mr. Allan. "Many people are really tired of it. They can go back and forth in a day between any two offices, but in most cases that still means three or four hours on the road. That's half a day gone. It's also a waste of energy and a source of air pollution, which as a public agency we are committed to reducing."

"OVER THE MOON"

The least loved stretch of road is probably that between the agency's headquarters in Exeter and its office in Bristol. But since VMC installed twin-screen TANDBERG 6000 videoconferencing systems at both locations in January 2004, traffic is down considerably and productivity is up. Moreover, colleagues who previously spoke only on the telephone now feel they know one another.

"I am over the moon about the TANDBERG 6000s," says Mr. Allan. "They're really stable, really fantastic."

The agency team that evaluates proposed investment projects used to meet every two weeks in Exeter. That required team members from Bristol, Poole, Truro and Plymouth to spend much of the day on the road. Now they meet by video.

"We'll save up to £26,000 pounds a year just on that one bi-monthly meeting," says Mr. Allan. "We also figure that if we reduce the traffic between Exeter and Bristol by nine round-trips per month, we will win back our entire purchase cost within 22 months. We're on track to beat that. We have an overall goal of cutting business travel by 200,000 or more miles per year, and expect videoconferencing to help us achieve a significant part of that." The total estimated savings: £150,000 per year.



Tourism is important to the region

INNOVATION WORKS

The agency's board of directors uses a TANDBERG Director, with its 67-inch, touch-sensitive display. It sees action most days, mainly as a presentation tool for Power Point and other displays, but also for videoconferencing. Entertaining training sessions, meanwhile, have helped create a video culture that compasses "everyone from entry-level employees to the chief executive," says Mr. Allan.

Thanks in part to innovations urged by the agency, the region has one of the UK's fastest-growing economies. It also has more miles of fiber-optic cable than any other region in the country. Increasingly, those fibers are carrying high-bandwidth images and voices between videoconferencing end points.

ABOUT TANDBERG

TANDBERG is a leading global provider of visual communication products and services. The Company has dual headquarters in New York and Norway. TANDBERG designs, develops and markets systems and software for video, voice and data. The Company provides sales, support and value-added services in more than 90 countries worldwide. TANDBERG trades publicly on the Oslo Stock Exchange under the ticker TAA.OL. For more information, please visit www.tandberg.net.

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