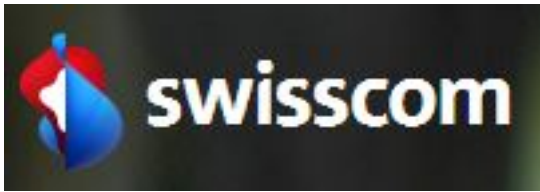


Swisscom's Cloud-Based Video Conferencing and Collaboration Solution

Written by Bob Snyder
11 April 2014

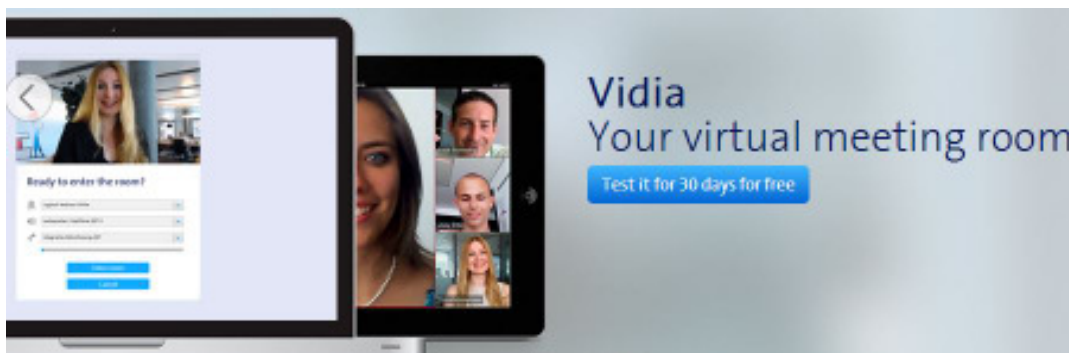


Vidyo tells us **Swisscom**, Switzerland's leading ICT provider, has launched a new cloud-based video communications and collaboration service based on the VidyoWorks platform.

The service, called **Vidia**, is for small and medium enterprises, but larger companies and consumer customers will also benefit from its features. Built on Vidyo's platform, Vidia enables Swisscom business customers to participate in multi-party video calls and is able to deliver affordable, high-quality, multipoint HD video conferencing systems over smartphones, tablets and desktops.

"The VidyoWorks platform has raised the bar for cloud-based video conferencing, providing quality, scale and affordability, as well as the ease-of-use expected by today's consumer."

The highly scalable and flexible VidyoWorks platform and APIs were chosen by Swisscom after a long evaluation process that included key requirements such as robustness and telco-grade scalability, API richness and cutting-edge underlying technologies.



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"The integration of Vidyo has enabled us to offer our business clients the ability to place HD video conferencing calls," says Erich Gebhardt, Head of Transversal Products, Swisscom Ltd. "In Switzerland, customers expect a high level of quality and reliability; those features, along with the scalability and flexibility that was needed to really differentiate this service, were made possible through the power of Vidyo APIs and VidyoWorks."

Vidia is based on Vidyo APIs, and its new user interface was designed by Swisscom. The video conferencing service runs on the Swisscom Cloud and with Vidia, users can access virtual meeting rooms from any PC, Mac or mobile device (iOS or Android) and allows non-registered guests to join the conference.

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.

Swisscom Ltd. is Switzerland's leading ICT provider, with its headquarters in Ittigen, near the capital city, Berne. With over 20,000 employees, it generated turnover of CHF 11.43 billion in 2013. Swisscom is one of the most sustainable companies in Switzerland and Europe.

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