

Tely Labs signs with Imago Group

Written by Bob Snyder
22 April 2014



Imago Group plc makes a distribution agreement with **Tely Labs**, the US-based pioneer of video conferencing and collaboration solutions. The new signing will complement Imago's existing portfolio, providing entry-level products ideal for small meeting and break-out rooms and for those working remotely from home. The agreement covers the UK, France, Belgium, Luxembourg, Spain, Holland and South Africa.

There are two core solutions in the Tely Labs range: the **telyHD Pro** and the **tely HD Base Edition**, both of which will be available through Imago.

The telyHD Pro has been certified as "Polycom-Ready" by Polycom, having satisfied extensive interoperability requirements. The telyHD Base Edition has been designed to deliver affordable point-to-point HD Skype video calling and it can be upgraded to telyHD Pro. (Prices for the Pro start at £429 and for the Base Edition at £179.)



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The company (founded in 2010) last year achieved record market share growth, focuses on delivering business-class features and ease of use with an affordable price point. This has made it popular with SMB customers and enabled Tely Labs to impact on the education, healthcare, legal services, manufacturing and public sector markets. According to a recent report by Wainhouse Research, Tely Labs grew to an estimated 18% unit share of the single-codec videoconferencing endpoint market in North America.

Imago's appointment to manage distribution through its established channel of specialist resellers and systems integrators follows Tely Labs' appointment of Amit Walia as VP of Sales for EMEA, earlier this year.

Ian Vickerage, Managing Director at Imago Group, said: "Tely Labs is the one to watch. The company has made significant impact on the video conferencing market with its excellent value, high quality solutions and has found a niche that will help it grow its business in the UK, Europe and South Africa over the next few years. The fact that the products are certified as interoperable with Polycom will add extra weight as our partners introduce the Tely Labs solutions to customers.

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