



George Brindley Jr  
COO

## NuSound Technology Group Delivers Cloud Video Conferencing to its Customers

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

WHITE PLAINS – April 22, 2014 - NuSound Technology Group a leading provider of unified communications, announced today that the company will now provide cloud video conferencing solutions to its customers. NuSound Technology Group 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 very easy to use. Cloud video conferencing offered by NuSound Technology Group 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 without travelling anywhere. 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, NuSound Technology Group 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 a while but being able to do so from ‘the cloud’ has opened up the floodgates of opportunity,” stated George Brindley Jr, COO of NuSound Technology Group. “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 NUSOUND TECHNOLOGY GROUP**

Founded in 1986, NuSound Technology Group is a dynamic, market leading technology company providing voice & data network solutions for the New York Tri-State Area. The commitment to providing a thorough understanding of each client’s unique telecommunications requirement as well to exceed customer expectations for more than two decades has enabled NuSound Technology Group to team up with leading manufacturers such as Panasonic, Toshiba, Avaya, Zultys, Cisco & Freedom Voice. Outstanding design, implementation, service and support, empowers their client’s to enhance productivity, increase profitability, and maintain a more competitive advantage within their own industry. For more information and to discuss "real case scenarios" please call 800-972-7271 or visit us at [www.nusound.com](http://www.nusound.com)