



Distance Communications for a Global Enterprise

GEA Aerofreeze Systems Inc. employees no longer have to hop on a plane to work cooperatively across continents. They have discovered that real-time visual communication offers the means for instant face-to-face dialogue, builds trust and team cooperation, and allows for more information to be conveyed in a shorter time frame. More importantly, problems can be understood more quickly, and their team members can address virtually any situation without having to actually be there in person.

GEA Aerofreeze is a major leader as a global supplier of spiral and IQF tunnel freezers. Their expertise lies in presenting their customers with a complete freezing solution—from analyzing processing lines and product testing to continual service and support. With locations from North America to Europe, clear communication and cross coordination used to be a challenge to manage through standard methods.

To address this requirement and to

enhance the way they do business, GEA Aerofreeze looked to AVW-TELAV as their audio visual solutions partner to provide them with the various technologies to effectively manage communications internally and externally through more advanced visual communication methods.

AVW-TELAV provided GEA Aerofreeze with a cost-effective and highly efficient tool for maintaining clear communication and increasing meeting productivity through the use of video conferencing as an integral part of the organization's communication environment. Business-quality TANDBERG videoconferencing enhances working relationships and increases productivity, while reducing travel costs and demonstrating a positive and measurable return on your technology investment.

In support of GEA Aerofreeze's ongoing technology requirements, AVW-TELAV also provided GEA Aerofreeze with a mobile

collaboration technology, called LibreStream's Onsite, that allows for real-time on site support through two way audio communication, one way live video and two way telestration from a wireless handheld mobile device. This gives GEA Aerofreeze specialists the ability to troubleshoot equipment and provide support to their clients in a very efficient and timely manner. In fact, with this technology, their engineering/support team no longer have to leave their office when a situation arises, as the HD quality video allows them to see the problem on a local pc through an established communication network.

"Travelling to other continents and even within North America can be costly and extremely time consuming," said Robert Laflamme, President and CEO of GEA Aerofreeze Systems Inc. "This [visual communications] can be a very effective tool to communicate, and in our experience, has paid for itself within its first year of use."