



Iain Beveridge  
Vice President

## **All Phase Communications Delivers Desktop-to-Desktop Videoconferencing Solutions**

### *Innovative Technology Set to Replace Outdated Voicemail Systems*

SEATTLE, WA - October 19, 2011 – All Phase Communications, an industry leader in unified communications, announced today that they have extended their product offering to include desktop-to-desktop videoconferencing solutions. These solutions will add a vital component to the breadth and depth of All Phase Communications' product mix, and will give their customers tremendous flexibility when collaborating.

Desktop-to-desktop video conferencing solutions enable users to conduct face-to-face meetings without leaving their desk. Multiple parties can collaborate with one another on various projects, increasing office productivity. Essentially, this dynamic technology elevates our expectations of basic web and audio conferencing tools. Users simply log-in to their video conferencing provider's software, turn on their webcam and are then able to view one another and interact as if everyone were sitting in the same room.

Videoconferencing has gained traction due to its ability to show non-verbal communication and increase the "human feel" of meetings. Additionally, All Phase Communications' customers are experiencing huge savings in travel related expenses and have eliminated unnecessary travel time.

"We're thrilled to bring another critical solution to our loyal customer base," commented Iain Beveridge. "This technology has been available for years but it has finally matured and reached the desktop. We are seeing many of our customers utilizing this to leave their competitors in the dust. Our philosophy has been, and always will be, to create a long-term relationship with our customers by providing them with technology that either increases their profitability or provides them with a competitive advantage," added Beveridge. "Desktop-to-desktop videoconferencing is poised to revolutionize the way small to mid-sized businesses communicate and compete with large corporations."

### **ABOUT ALL PHASE COMMUNICATIONS**

Founded in 1986, All Phase Communications is a customer-service oriented telecommunications company with more than 20 years experience in the industry. All Phase is a preferred installation provider with leading VoIP (Voice over Internet Protocol) technology partners including ShoreTel and Toshiba. As the name suggests, All Phase handles all phases of VoIP installation including network assessment, system design, project management, system implementation, system deployment and training, and system maintenance. Based in Shoreline, Washington, small, medium and large companies including City of Bellingham, Glacier Fish, Cutter & Buck, Cascade Valley Hospital and Clinics, Ben Bridge Jewelers have relied on All Phase for their VoIP expertise to gain a competitive advantage in the marketplace by reducing operating costs, streamlining customer service, and improving productivity.