



Videoconferencing and mobility - two criteria for raising the bar on productivity in the modern enterprise

Growth continues to climb in the market for mobile technologies, such as smartphones and tablet PCs, which are making deeper inroads into the business world and everyday life. Work environments are going down the mobility road and are becoming increasingly interactive in a bid to embrace the emerging ways in which mobile technologies are being used. This trend explains why videoconferencing technologies, after becoming a commonplace feature on traditional workstations, are currently undergoing sustained growth on new mobile devices. Such success can be credited to a number of factors, such as technical functionality and ergonomic design. Today's tablet PCs and smartphones pack a powerful technological punch and offer a broad array of increasingly high-performance services.

Combining power with cutting-edge touch-sensitive materials, these multimedia environments provide ideal conditions for exploiting video, text and audio streams through intuitive interfaces. As such, multi-user sessions can be organised and documents shared simultaneously on a tablet PC. Videoconferencing therefore stands as a native mobile technology application that can give companies a new insight into how they approach anywhere collaboration, without any technical constraints and in complete freedom.

All mobile devices obviously feature such advantages. The revival in videoconferencing on mobile platforms is fuelled by the soaring market for tablet PCs, which offer an attractive and adapted ergonomic design. When there were only smartphones, the benefits were less obvious. One slight difference that is worth mentioning, however, is FaceTime (Apple format), which played a major role in bringing videoconferencing to a wider audience, at least in a fun and often private environment. Tablet PCs with 10 and 12-inch screens have paved the way for new interfaces and functionality geared towards business use, such as multi-stakeholder support and document-sharing. An intuitive mobile work environment can therefore be created without any difficulty.

It can also be seen that the development of videoconferencing tools and applications on mobile platforms can equally be attributed to the widespread use of high-speed access, which enables users to converse in a smooth environment without any bandwidth issues. Nowadays, users can access a high-speed connection practically anywhere with sufficient bandwidth for professional-quality videoconferencing with colleagues and partners.



On an organisational level, the reason for porting videoconferencing technologies onto mobile devices can mainly be explained by the changing face of business with increasingly decentralised organisations and an ever mobile workforce. Also note the development of the teleworking trend and more generally work outside the company's walls, which requires a "local" means of communication to improve employee productivity. With this in mind, videoconferencing combined with sharing services provides the ideal answer to this equation.

The growth in networks, the development of mobile solutions and the emergence of new uses are therefore driving and positioning videoconferencing as a showcase extension of mobile technologies. We are in a virtuous circle that will help push the development of videoconferencing technologies, whose benefits have met with a positive response from the different functions of the company.

About G2J :



With a pedigree stretching back to 1994, G2J is the only French videoconferencing specialist that is able to offer a full range of services – helping you to set up remote meetings simply and securely all over the world, whatever your access method and your equipment.

Public institutions (G8, FMI), SMEs (Boursorama, Somfy), major corporations (Auchan, Arcelor, EDF) in all sectors use G2J to *guarantee* that their videoconferences run without a hitch, while delivering the necessary **security and **quality**.**

G2J, it is 3500 managed endpoints, 300 000 users a year, 4500 videoconferencing and telepresence rooms all over the world and 253 000 tons of CO2.