

# business trends

## Making Connections Face-To-Face

(NAPSA)—More than ever, business people are looking for ways to keep in touch with clients and colleagues around the country. But traveling to every business meeting or picking up the phone doesn't always fit the bill. Solution: Bring the face-to-face meeting to them—via videoconferencing.

"Videoconferencing makes the most of valuable time, saves money and increases productivity," says Mike Taylor, senior analyst at Kinko's. "Advances in technology have made videoconferencing convenient and surprisingly easy to use. People who haven't tried videoconferencing—or tried it a long time ago—are often surprised by the near-broadcast quality of the picture," he says.

Videoconferencing provides an alternative to business travel that still offers the benefits of personal contact. Top uses include interviews, distance learning and team meetings. A videoconferencing network connects two or more locations using high-speed phone lines. The result is face-to-face meetings that avoid the high cost and time of travel.

Kinko's has one of the largest networks of state-of-the-art, publicly available videoconferencing facilities, which means 24/7 access to the technology at more than 150 locations across the country.

Companies of all sizes now use videoconferencing. Larger companies that have their own videoconferencing locations expand their



**Videoconferencing can help companies save money on travel costs, while still benefiting from face-to-face meetings.**

network by using Kinko's locations.

For many other companies and consumers, Kinko's provides access to the advantages of videoconferencing without any equipment or long-term resource investment.

Developed in conjunction with Sprint, Kinko's videoconferencing system lets users share full-color presentations, charts and graphics, as well as connect to a laptop or the Internet. Unlike many other videoconferencing public rooms, Kinko's highly competitive flat rate pricing includes these features as well as scheduling, room rental and telecommunications charges. Assistance is available at all times, including live help at the touch of a button.

For more information, call (800) 669-1235 for all reservation, pricing and support questions or visit [www.kinkos.com](http://www.kinkos.com).