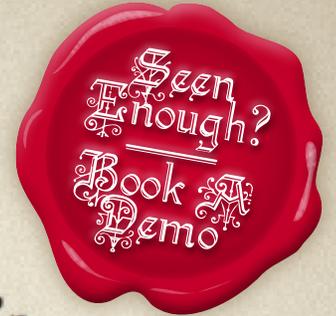# Dispelling the

7 Most Common Myths about Video Conferencing

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# Dispelling the 7 Most Common Myths about Video Conferencing

Totally bogus myths of video conferencing

Video conferencing has long been thought of as a technology for only the most sophisticated IT departments to manage and for only the most important executives to use.

However, this technology has grown into something that is far more manageable, simpler and more affordable than ever before. Here are some of the most persistent myths that have plagued the video conferencing industry for years and why all of them are totally bogus!
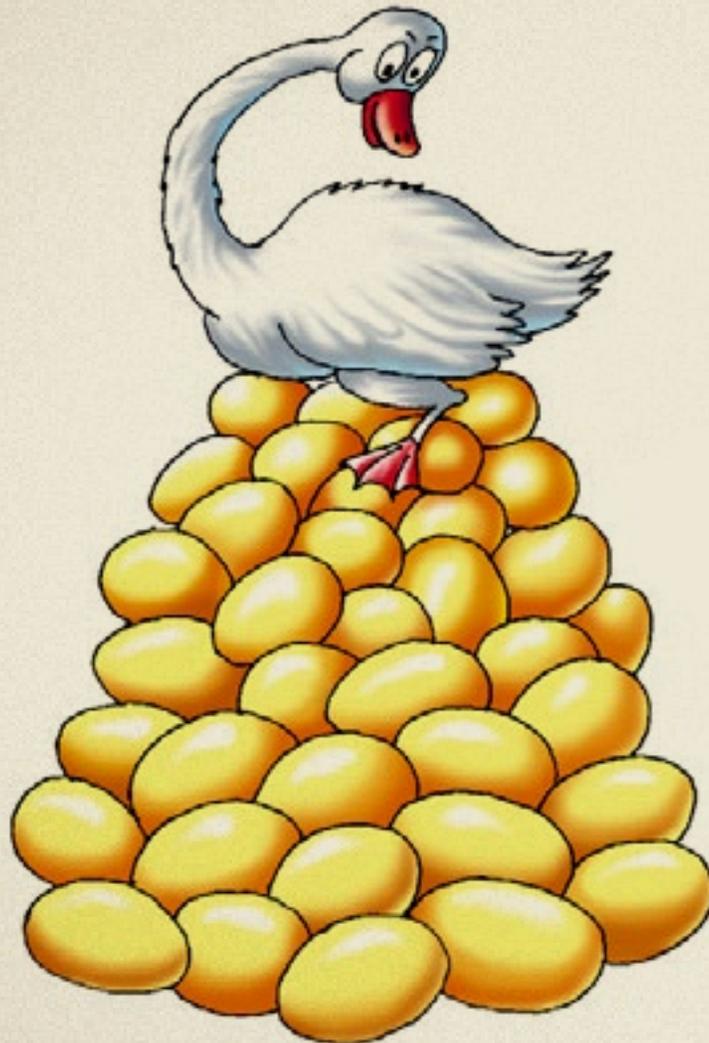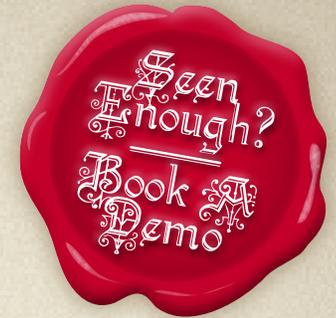
1. It is expensive

Although it is true that traditional telepresence systems in dedicated conference rooms can have astronomical costs that can run as high as $300,000, not counting the tens of thousands of dollars in monthly service fees and network maintenance, it is important to understand that this is not true for all video conferencing technologies. Users will be relieved to know that more flexible, high quality options exist at a fraction of that cost.

A word to the wise: be sure to identify the specific high definition video features required for your particular business application so you can ascertain how that impacts overall cost. Also, consider factoring in maintenance programs and service provider arrangements.
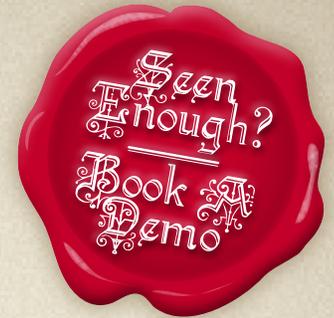
2. It is hard to use

Not true. In fact simplicity is absolutely essential in the video conferencing world. If your solution is too complex for end users to make a call or for IT administrators to manage, the investment will undoubtedly go to waste.

Therefore, simplicity should be a key goal in technology design, and unnecessary complexity should be avoided. With just a click of a button, users should be able to call their peers from a presence-enabled centralized directory; add more people to the conversation; connect to PC, Mac® and mobile devices; record meetings; live stream training sessions; and do much more. You need a video conferencing system that is just as intuitive as Apple TV® or Roku®—video conferencing that works the way you want it to: simply and easily.
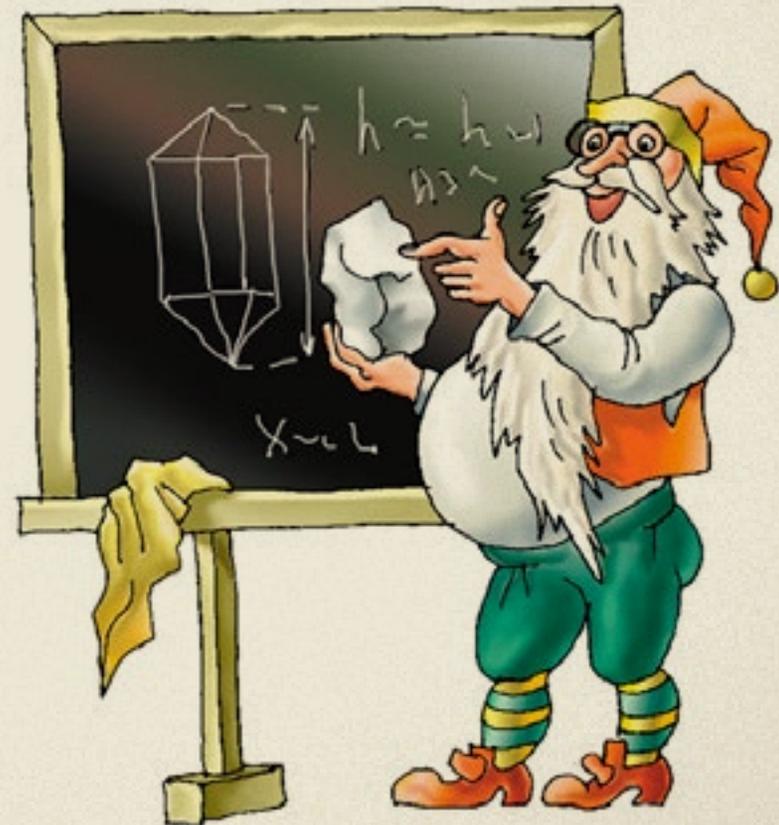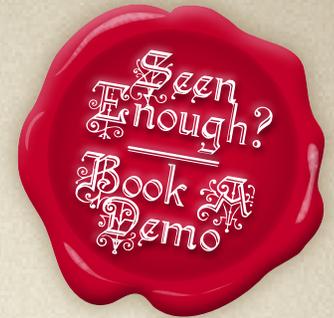
3. Audio conferencing is good enough

Your company may rely on audio conferencing for meetings, so why make the switch to video? When 93 percent of communication is nonverbal in nature and the essence of business comes down to effective collaboration, if your company is relying on audio conferencing alone, you are leaving most of your message to chance. Can you really afford to take such risks?

Technology like HD video collaboration ensures that no inflection is missed and no gesture is left unnoticed. Video puts you in control of your message, virtually eliminates miscommunication and allows you to build stronger connected relationships than you could with any other form of technology.
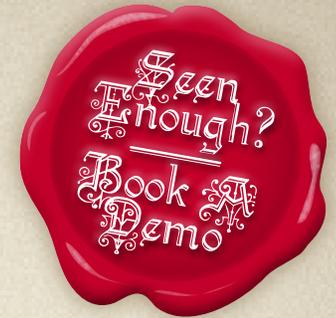
4. Web and free conferencing are the same as video conferencing

Web conferencing is typically software-based with low bandwidth requirements, is inexpensive or even free, and requires no additional equipment. But these conveniences come at a cost, both in customer service and in the quality of image. It is very much a case of "you get what you pay for," making web conferencing great for lectures and speeches, but for meetings, it leaves much to be desired.

The same can be said for free video conferencing services, like Skype™ and Google Hangouts™. While this kind of video is acceptable for chats with friends and family businesses simply cannot afford to take chances when it comes to quality. Business-class HD video conferencing is designed specifically for use in meetings, offering lifelike interaction that perfectly re-creates the experience of a face-to-face dialogue.
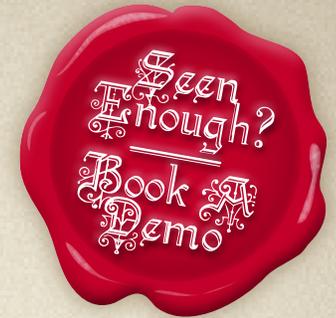
5. You need a special Internet connection

This is simply not true. On a daily basis, you can run an HD video over the public Internet whether it is across the city or across the continent.

Although picture quality can be affected by factors such as a large amount of network users' utilizing an excess of bandwidth, business-class video systems can adapt to these ever-changing network conditions in real time. This ensures a fluid, lifelike experience that can easily handle the natural motion of a face-to-face conversation.
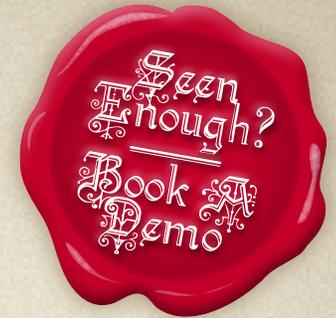
6. It is difficult to deploy and manage

In today's virtualized world, this is simply no longer the case. With so many other innovations in the industry, from cloud computing to mobility, it just makes sense to virtualize video infrastructure and make the lives of IT administrators easier.

Video communication is shifting from the meeting room to broad, network-wide distribution. With an evolving landscape of new infrastructure solutions on the market and limited resources to hire additional staff, IT administrators have often been overwhelmed with managing their video communications environments.

Virtualization takes the headache out of video deployment and management by maximising server appliance real estate and powering new levels of utilization.

7. It is costly to scale up video conferencing solutions as your needs change

The use of video conferencing software on a personal computer, smartphone or tablet has the potential to change the way companies do business, and with video conferencing getting easier and easier to use, you may be thinking about jumping on the bandwagon yourself.

Scalability is inherently less expensive than purchasing infrastructure in a fixed capacity. After all, wouldn't it be great to just buy two eggs when baking a cake instead of buying a whole dozen? By purchasing only what you need now and having the option to scale as your company grows, your company can make smarter investments and protect its bottom line.

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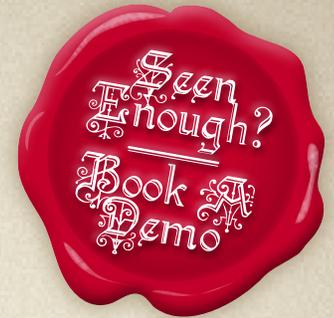
10 Things to Consider Before You Invest in Video Conferencing
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8 Reasons Why Your Business Needs Video Conferencing
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Top 21 Video Conferencing Questions
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Explore video conferencing

HD video communications can vastly improve the collaborative process, making organizations more productive without overspending. Thanks to recent innovations, every organization can see immediate results and a strong ROI. Understand what is true and what is not, and you will realize the value that video communications delivers.

We hope that you found our "Dispelling the 7 Most Common Myths about Video Conferencing" guide helpful and, because we know that "seeing is believing," we would be delighted to arrange an opportunity for you to [experience the power of video for yourself](#).

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