The Florida Association of REALTORS® has implemented several video conferencing solutions that will provide efficient and cost effective communication. These services will allow the management team and members to speak face to face by connecting to multiple locations and sharing content via video. Face-to-Face communication is more personal and builds a higher level of trust, reduces confusion and makes people more accountable for their actions.

We consider video conferencing a key cost reduction tool. The typical video conferencing environment can reduce travel by over 30%, resulting in significant cost savings not to mention increased productivity. This does not take into account other savings that can be realized for Video Conferencing meetings that can be conducted with committees, forums and groups.

This report is intended to assist you in deciding the best solution for your environment based on our experience. The following services have been implemented at the Florida Association of REALTORS® to support our membership.

**Mega Meeting**

Mega Meeting is a web conferencing tool used to conduct live meetings or presentations via the Internet. In a web conference, each participant sits at his or her own computer and is connected to other participants via the internet. Mega Meeting is a web-based application where the attendees will simply enter a URL address to enter the conference. This service is successfully used by the FAR Leadership team on a regular basis and is an inexpensive solution for users to participate via video using a PC from remote locations. We have already experienced several thousand dollars in travel savings by using this system.

The Florida Association of REALTORS® has negotiated the following special offer for our members:

**Mega Meeting Professional “Lite” Package**

$995.00 One-Time Set-Up Fee Waived

$20 per month flat rate per seat with a 5 seat minimum

Three months up front required

$20 per month additional seat after three months

Licenses are based on concurrent users
Conference Plus Webinar Services

A webinar is a specific type of web conference. It is typically one-way from the speaker to the audience with limited audience interaction, such as in a webcast. A webinar can be collaborative and include polling and question & answer sessions to allow full participation between the audience and the presenter. In some cases, the presenter may speak over a standard telephone line, pointing out information being presented on screen and the audience can respond over their own telephones, preferably a speaker phone. The sessions can also be recorded and posted on our Website. This service has been successfully used to announce the VOW initiative and RPAC updates to AE and Board Presidents. The Florida Association of REALTORS® has negotiated Webinar services with Conference Plus with special pricing as follows:

Unyte Meeting

Unyte Meeting allows the host to show any document on their computer to their audience such as a Power Point presentation while the host appears on Video. Unyte Meeting offers meeting collaboration and real time document sharing and editing. The intuitive user interface is easy to use and control.

Price per minute/ per attendee………………………………………………………………………………$0.10

Enterprise Video Conferencing

Videoconferencing uses telecommunications of audio and video to bring people at different sites together for a meeting. This can be as simple as a conversation between two people in private offices (point-to-point) or involve several sites (multi-point) with more than one person in large rooms at different sites. Besides the audio and visual transmission of meeting activities, videoconferencing can be used to share documents, computer-displayed information, and whiteboards.

The Florida Association of REALTORS® has deployed Tandberg Edge 95 High Definition systems in both the Orlando and Tallahassee offices with great success. The Tandberg system allows us the flexibility to expand our video footprint by either using commercial video rooms or member sites that have installed video equipment. We are also looking into utilizing the system to generate non-dues revenue. The cost of a Tandberg Edge 95 Enterprise System is approximately $7,000 per location. There would be an additional cost for the size of screen you select which can range from $800 to $1,500. There is also a monthly cost for a high speed T1 broadband line which can range from $400-$600 depending on your locations and the provider you select.
The systems we reviewed before deciding on Tandberg were Polycom and Lifesize. We selected Tandberg for the following reasons:

**Common Interface and Features**

All systems share the same intuitive interface. When you learn to use one Tandberg system you know how to use them all.

**One Software Platform**

This simplifies installation, upgrades and expansion for a strong return on investment.

**Clear, State-of-the-art Audio and Video**

The wide angle view camera and the premium quality Natural Audio ModuleTM II are examples of the precision engineering that makes Tandberg the leader in audio and video quality.

**H.264 Implementation**

All TANDBERG endpoints offer industry standard H.264 protocol efficiencies of higher quality video over lower bandwidth.

**Proven Reliability**

Tandberg provides features that automatically protect calls from network Interruptions.

**Robust Security**

The highest level of standards-based encryption (AES) is embedded in all Tandberg endpoints and network equipment.

**Standards-based**

Compatibility with systems from multiple vendors and for seamless integration with network features.

**Award-winning Design**

Form and function are united in every system.
The following recommendations will provide your participants with the most successful Video Conferencing experience.

- Consider using Mega Meeting for a cost effective solution when you have multiple participants at various locations with access to a PC and the Internet.

- Consider using Conference Plus Webinar services when you have a requirement to present a specific subject to be large group.

- Consider enterprise video equipment when your needs require high definition presentation and video communication will be required with large groups each endpoint.

- High-end video conferencing systems should be leased not purchased since the technology will continue to improve. Leasing will allow you to upgrade at little or no cost.

- Consider Managed Bridging services if you will be conferencing with more than three sites on a regular basis. This service will monitor all network connections during the conference to insure quality and reliability.

- Camera and Microphone placement is vital to provide a successful experience. This should be tested at each location prior to the meeting. The camera microphone should be in a position to accommodate all participants.

- Meetings that exceed 10 participants should have a Moderator assigned to eliminate cross talk among participants.

- Avoid direct sunlight from behind participants, as it will create shadows.

- A high speed T1 line is recommended for connectivity to your video system.

- Real time Video Conferencing support should be part of any agreement you have with a Video Conferencing service provider.