

## Video Conferencing for Law Firms

With current advances in technology, Video Conferencing has become a very realistic option to consider for enhancing communications. Not only does it offer flexibility and ease of implementation, but the visual clarity (High Definition, HD) of the video and other features have truly made Video Conferencing a viable solution.

The demand for Video Conferencing has grown significantly due to increased functionality/applications, high cost of travel, and reduced expense for this technology. Research analysis estimates that the industry will grow from \$72 million in 2007 to \$1 billion in 2011.

Potential buyers for Video Conferencing have raised some potential issues. Some think that they do not have many scenarios in which to use this form of communication. They believe that their clients do not have video conferencing equipment of their own, or that there is not an application that will meet their needs. Given the huge projected growth of video conferencing, it is very likely that video conferencing equipment will become widespread in the near future. In addition, law firms in particular will benefit greatly from the collaboration and presentation functionality.

Collaboration has, and will continue to be, a critical part of any organization. Typically, this has been done via audio conferencing, web conferencing, instant messaging, and email. Each of these communication forms has limits on visual capabilities. Video conferencing provides the added benefit of visual communication. Any audience tends to be more attentive and more able to retain information after a video conference session than after any of the aforementioned modes of communication.

Often overlooked, video conferencing now offers all users ease of use. In the past, ISDN lines were required. This severely limited the mobility of video equipment. In addition, it required an ongoing expense to maintain the ISDN lines. With current video conferencing technology, ISDN lines are no longer required and a video conference monitor can be connected to a standard internet connection. Most video conferencing systems have also become so easy to use that no training is required prior to first use.

Other significant benefits of video conferencing include reduced travel expense which is amplified by fluctuating gas prices, current conditions of the economy and meeting a company's green initiatives. Technology enhancements and lower pricing have also made it possible to attend a video conference without leaving your own computer.

Video conferencing may be right for your firm, consider the following:

- Attorneys consistently need to communicate between offices.
- Visual communication may improve collaboration.
- Human Resource Department is at a different location than branch offices.
- Training Seminars are needed for new or existing employees.
- Attorneys miss a meeting and would like to see a recording.

- Firms looking to reduce their Greenhouse foot print.
- Depositions are conducted from long distances.
- Decisions need to be made in a timely manner and require a face to face meeting.
- Attorneys work remotely but prefer the feel of working in an office.
- Distance limits the firm from finding better qualified employees.
- More and More Court Houses implementing video conferencing solutions.
- An attorney with unique expertise is located in only one of the firm's offices.

If you are interested in finding out more on Video Conferencing and see a live Demonstration please attend the Seminar: Video Conferencing for Law Firms on February 18<sup>th</sup> at noon at the following two locations: (both locations will be connected via Video Conferencing). Or please contact Michael Masta for more information at: [mmasta@woollspeer.com](mailto:mmasta@woollspeer.com)

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