



Peter Engle  
President

## Joy Communications Delivers Cloud Video Conferencing to its Customers

*Leader in Unified Communications  
Brings Powerful Productivity &  
Collaboration Tool to Customers*

STUART, FL – April 22, 2014 - Joy Communications a leading provider of unified communications, announced today that the company will now provide cloud video conferencing solutions to its customers. Joy Communications cloud video conferencing technology enables end users to cost effectively collaborate via video with standard HD conference room systems, desktops/laptops, web browsers, tablets and smartphones. The interoperable cloud video service requires zero hardware and is very easy to use. Cloud video conferencing offered by Joy Communications will improve productivity within an organization and enhance collaboration like never before.

In simple terms, cloud video conferencing allows users to communicate face-to-face without travelling anywhere. With applications spread throughout all industries, video conferencing has been shown to dramatically increase performance for individuals who perform any tasks associated with relationship building, customer service, consultative sales, education,

technical assistance, training and more. This is driven by the fact that video conferencing allows individuals to interact as if they were in the same room. Individuals retain significantly more information when verbal communication is combined with visual cues. Thus, video conferencing takes a traditional phone call to an entirely new level and is just as easy to initiate. Traditional video conferencing is very expensive and prohibitive for most small and mid-sized companies. Cloud video conferencing, on the other hand, has caused a paradigm shift making this type of communications tool affordable for any business regardless of size. Plus, Joy Communications solution is interoperable with traditional video conference room systems so if larger companies that have already made a significant investment in hardware can still reap the rewards of reduced utilization costs by connecting it to the cloud.

“Video conferencing has been available for a while but being able to do so from ‘the cloud’ has opened up the floodgates of opportunity,” stated Peter Engle, President of Joy Communications. “The costs for this caliber of communications technology was previously and exclusively

available for large enterprises, but now every small to mid-sized business, organization or institution can benefit from it. We see this technology radically changing the way we interact because it is based on a very simple premise – there’s no better way to communicate than by looking someone into the eye and expressing your ideas. People who try it once, instantly see how powerful it is, and we are thrilled to see how businesses leverage this tool to gain a leg up on their competitors and increase their profitability.”

### **ABOUT JOY COMMUNICATIONS**

Joy Communications is a leading telecom services provider throughout South Florida with a large installed base of private, non-profit and governmental customers. Joy Communications sells and services telecom gear from the leading telecom manufacturers and hosted or “in the cloud” services. Joy has specialized in providing quality service and support to its customers with locally based, certified technicians for the last 30 years. For more information on Joy Communications please call 1-800-432-3638 or visit us at [www.joycomm.com](http://www.joycomm.com).