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# Turning Your **OBC's** Video Conference Room into a Reliable Profit Center

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The past 10 years have seen video conferencing evolve from an expensive, unreliable luxury, into an affordable, reliable necessity that is dramatically enhancing the efficiency, effectiveness and economy of business communications. This is especially true for business professionals wishing to conduct high-quality, face-to-face meetings with colleagues and clients across the globe, while at the same time reducing the normal hassles, downtime and expense of business travel (i.e. costly airfare, hotels, meals, car rental, lost luggage, jet lag, etc.). It's hard to imagine that, not so long ago, the world's most advanced communication devices were the telephone and fax machine. In today's budget-conscious, and technologically advanced environment, providing state-of-the-art video conferencing services not only provides OBC's a competitive edge, it is also an expectation of their business clients.

#### Get to Know Your Public-Video-Conference-

**Room-Brokers:** Registering your OBC with the USA's top three brokers - Affinity, Connexus, and Whygo - is among the surest and fastest ways to turn your OBC's video conference room into a reliable profit center. These brokers are in the business of providing their clients with access to public video conference rooms across the US and throughout the world. Once your OBC's video conference room is registered, it will be treated as one of the broker's "partner or affiliate locations", and the broker will rather immediately begin arranging for their clients to rent your VC room, by the hour. Hourly rates - the amount brokers charge their clients to use your VC room - can vary significantly, with the norm ranging from \$150 to \$240 per hour. Typically, the broker is solely responsible for the collection of funds from their clients, and remitting funds owed to your OBC to cover the rental of your VC room. On average, 60% to 70% of funds collected by a broker are paid to its affiliate partners (i.e. your OBC).

*"For OBC's located in larger metropolitan areas, setting up a state-of-the-art video conference room and working with top public video conference room brokers to promote its rental, is one of the quickest ways to create a new profit center and reliable revenue stream."*  
**Gary Hahnenkamp - Your Office Denver**

#### Importance of Providing State-of-the-Art VC

**Technology:** The majority of public VC room brokers have a client base that consists primarily of executive search firms, law firms, and traveling business professionals. VC room rentals from these three groups make up the vast majority of

a broker's income AND repeat business. Because of this, it is in the broker's interests to refer the majority of their clients to VC rooms having the best equipment, thus assuring their clients the best video conferencing experience, and assuring themselves repeat business. For this reason, the better your equipment, the more clients your broker will probably choose to refer to your OBC. Three of the largest and most reputable public VC room brokers are Affinity, Connexus and Whygo. To register your VC room with them, simply visit their website and complete their affiliate registration form. Once registered, make sure to contact your broker(s) by phone to personally introduce your OBC and yourself, and if you're offering state-of-the-art VC equipment, to brag on it.

**Location, Location, and Location:** According to senior management of several of the USA's top public-video-conference-room-brokers, the primary users of public video conference rooms largely are (a) executive search firms conducting interviews, and (b) lawyers conducting meetings and depositions. If your OBC's location is in one of the nation's top 250 metropolitan areas, there's a high probability that many of your best repeat customers - executive search firms and law firms - will be located within a 10 to 20 minute drive of your OBC's location.

**The Personal Touch:** The most effective way to turn your city's executive search firms and law firms into loyal repeat renters will be to contact them directly, by phone or mail, to promote the use of your OBC's VC room. If your OBC is providing state-of-the-art VC equipment, this personal touch will provide you the greatest edge over your local competitor's VC rooms, as well as a local base of valued VC clients, some of whom may chose to also become your future office renters.

#### About the Author:

Duffie White has long been a pioneer in the design and manufacture of cutting-edge video conferencing and telepresence equipment, and was building telepresence systems well before companies like HP, Cisco, Polycom and Tandberg entered the market. In the VC community, Duffie is widely known as the father of 3D, Eye-to-Eye Telepresence, and holds multiple patents on this unique technology. Duffie is the founder and CEO of TelePresence Tech, a leading designer, manufacturer and marketer of the world's most advanced 3D and Eye-to-Eye video conferencing and telepresence room solutions, with systems in operation across the globe. TelePresence Tech systems have proven to be successful for executive interviews, consultation, and high level business meetings. Duffie can be reached at: [Duffie@TelePresenceTech.com](mailto:Duffie@TelePresenceTech.com)



# True 3D & Eye-to-Eye™ HD Video Conferencing Systems

Public VideoConference Rooms  
Generate Significantly Greater Revenue than an Office or Conference Room!



## Advantages of Providing a World-Class Public VideoConference Room:

- "Creation of a New Profit Center and Reliable Revenue Stream"
- "Strong and Rapid Returns on Your VC Equipment Investment"
- "Strong Potential to Quickly Begin Generating Actual Profits"

**GARY HAHNENKAMP | Your Office Denver**

### YOUR COMPETITIVE EDGE

OBCs across the nation are embracing public-room video-conferencing as a means of quickly establishing both a new revenue stream, and a competitive-edge. In fact, offering True 3D and Eye-to-Eye™ advanced VC technologies provides OBCs a certain wow-factor that can both enhance their ability to attract new clients, and maintain their current customer base.

### ADVANTAGES OF LEADING-EDGE TECHNOLOGY

Our revolutionary True 3D and Eye-to-Eye™ HD Video-Conference room systems provide users an unrivaled quality and ease of communication. To ensure repeat business, public video-conference room brokers such as Affinity, Connexus and Whygo, often prefer to refer their clients to public VC rooms providing the most advanced technology, and best experience. With TelePresence Tech's True 3D and Eye-to-Eye™ HD

systems, your OBC is assured to be providing public-room users the most advanced video-conferencing technologies in the world.

### QUICK AND EASY SET UP - LOWER COST

Our systems are designed to quickly and easily transform most any office - especially those hard-to-rent windowless offices - into a world-class TelePresence Room. And, given our advanced technology, do so at a much lower cost than our competitor's telepresence rooms...

### FALL 2011 - OUR SPECIAL OFFERING FOR OBCs

To learn more about the ease of setting up a successful public video-conference room, and our new low-risk offering and special discounts for OBCs, please call us at 866-899-3933.

[www.TelePresenceTech.com](http://www.TelePresenceTech.com)

Please Call... (866) 899-3933