

VIDEO CONFERENCING

A video conference is a live, visual connection between two or more people residing in separate locations for the purpose of communication. At its simplest, video conferencing provides transmission of static images and text between two locations. At its most sophisticated, it provides transmission of full-motion video images and high-quality audio between multiple locations. Consumer services -- like Apple's FaceTime, Google's Hangouts and Microsoft's Skype -- have made video conferencing ubiquitous on desktops and mobile devices that have an embedded camera. In the business world, desktop video conferencing is a core component of unified communications applications and Web conferencing services, while cloudbased virtual meeting room services enable organizations to deploy video conferencing with minimal infrastructure investment. For businesses, the tangible benefits of video conferencing include lower travel costs -- especially for employee training -- and shortened project times as a result of improved communications among team members. The intangible benefits of video conferencing include more efficient meetings with the exchange of nonverbal communications and a stronger sense of community among business contacts, both within and between companies, as well as with customers. On a personal level, the face-to-face connection adds nonverbal communication to the exchange and allows participants to develop a stronger sense of familiarity with individuals they may never actually meet in person.

• ADVANTAGES OF VIDEO CONFERENCING

The invisible advantages and benefits of video conferencing are as follows: #1 Higher productivity and efficiency. By eliminating time and space barriers, video conference can be conducted to communicate with colleagues, customers and partners anytime, anywhere. In this way, meetings could become much shorter and more efficient. #2 More flexibility. One of advantages of video call is that it gives you more flexibility. Even if you are outside for some reason, you can still easily start or join a video conference for an important matter on your laptop, smartphone, iPad or other mobile devices. #3 More effective communication. In comparison to audio-only calls, video conferencing provides participants with a kind of non-verbal communication which is reported to be an effective communication means. #4 Good options for remote working, online interview and distance learning. Besides business meeting and staff training, video conferencing can also make remote working like telecommuting, online interview and e-learning possible. #5 Save money and time. The tangible advantages of video conferencing include lower costs on business travels and staff training; less time for meetings, training and projects because of improved communication among participants, trainees and teammates.

- **DISADVANTAGES OF VIDEO CONFERENCING**

Frankly speaking, video conferencing also has its downsides although the advantages of using video conferencing are numerous. The major disadvantage of video conference is that it may be heavily dependent on the network connection. Bandwidth issue could lead in a bad transmission of video, sound and files, which is likely to affect the communication and cooperation. Besides, although we can use video conferencing tool to create a virtual face-to-face meeting, it is still lack of personal interaction to some extent. Video conferencing is an effective means of real-time communication which enables people across distance to collaborate with each other in a more productive and convenient way. From what we talked above, the advantages of video conferencing obviously outweigh its disadvantages.

- **APPLICATIONS USED FOR VIDEO CONFERENCING:**

1. Skype for Business
2. Join.me
3. Ringcentral Meetings
4. Google Hangouts
5. Cisco webex

- **SCREENSHOT:**

