

## Polycom says, "Hey, we've got 1,700,000 conference rooms with SoundStations ... let's light 'em up!"

This is clever.

This is *darn* clever!

It's rare that I see something so revolutionary and yet so simple that I'm thinking I might even go out and buy one myself! Last week Polycom announced the QSX which is ... well, let me put it this way:

You're walking into your conference room, which, like 1.7 million other conference rooms around the world, has a SoundStation speakerphone in it. And of course you've got your laptop under your arm, you took it into the conference room to take notes, and to share your presentation with others in the conference room using the video projector in the room, one of the hundreds of thousands in conference rooms today. As you sit down, you say out loud, "Gee, I wish I could share this with the other site, so they could 'see' my stuff." Shirley, who's



infinitely smarter than you or me, says, 'Dear, just take that VGA-looking connector hanging under the table, and plug it into your laptop, and they will.'

"Will what?"

'You'll share your presentation, or anything else on your laptop, with the other site, or up to 15 other sites. And, you'll pay nothing to a Webconferencing service provider to do it.'

"Really?"

Yes really. Polycom's QSX, a simple-ask-box, now answers the question of how to share presentations easily. What's more, it requires no extra software on your computer, no downloads for the participating sites, and even better, no reservations. Just plug, click, and go.

The QSX fits under a conference room table, hooks into the corporate IP network, and can link up to five QSX's and 10 other locations through ordinary Web browsers.

Prices? There are two models: the QSX 300, with a list price of \$1,299, and the 400, with a list price of \$1,599. Or you can buy them in bundles with ... SoundStations.

What an idea!

### **Here's what I think**

Hard to tell that I like it, isn't it? Think of the upselling potential! One million, seven hundred thousand customers!

I have one word for it: "Yum!"

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