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KALEIDOSCOPE TO CELEBRATE GRAND OPENING, DISPLAY NEW TECHNOLOGY - 5/25/2004

COLUMBIA, Mo. – Kaleidoscope Consulting will feature several new products at an open house to celebrate the grand opening of the videoconferencing company's new location on Broadway.

The event is open to the public and will begin at 4 p.m. Tuesday, May 25, at Kaleidoscope's new office in Building 3, Suite H, in the Doctor's Park at 201 W. Broadway, just west of downtown. Visitors will be able to tour the facility and try several new videoconferencing equipment products, including the VSX3000 and the V500, launched recently by Polycom. Kaleidoscope is the certified dealer for Polycom products in Mid-Missouri.

"We love our new location because it is so centrally located," said Scott Christianson, owner of Kaleidoscope Consulting. "Our new office and its available videoconferencing facility will be much more convenient for our clients and will allow them to 'be there without going there.'"

The Polycom VSX3000 and V500 represent a new line of technology in the industry that will make videoconferencing accessible to more people. They both support the newly ratified H.264 standard, which either doubles the video quality or allows for the same amount of video quality in half the bandwidth.

"Kaleidoscope is proud to bring this new technology to Mid-Missouri," Christianson said. "Polycom has demonstrated once again its technological leadership by being the first to deliver the benefits of the new H.264 standard to customers at a very reasonable cost. Businesses that think they can't afford quality videoconferencing should take another look."

The VSX3000 is a sleek, compact videoconferencing system designed for executive suites and remote offices. The \$5,000 unit includes a self-contained, thin-screen 17" LCD monitor that can double as a computer monitor so that video calls can be made directly from an office, eliminating the need to find an empty conference room or the larger investment and space required for a traditional videoconferencing system.

The V500 is a simple, affordable videoconferencing system designed for small businesses, remote offices and telecommuters. At \$2,000, it can connect to a TV and a cable modem, making it ideal for a home-based business.

The NFL used Polycom's videoconferencing technology on draft day in April to provide

instant connections with each team's headquarters as picks were made. The technology also allowed Peter Jackson, the director of the "Lord of the Rings," to shoot all three installments of the movie trilogy in several locations at once, which greatly sped up production and shaved costs.

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