



**For Immediate Release**

## **Haivision to Address Creation of Campuswide IP Video Delivery Systems at AHECTA Annual Conference**

***Session to Outline Process of Researching and Creating a Simple IP Video Delivery System for Flexible, Cost-Effective Distribution of HD Content***

**MONTREAL and CHICAGO — May 25, 2010** — Haivision Network Video today announced that Scott Katzenoff, the company's vice president of U.S. commercial sales, will join industry colleagues to present "Campus Wide IP Video Delivery" at the AHECTA (Association of Higher Education Campus Television Administrators) Annual Conference in Minneapolis. Katzenoff will present along with Rick Brown, network systems engineer at North Carolina State University; Jonathan Graves, business and technology application technician at University of North Carolina Wilmington; and Bruce Myers, business and technology analyst at University of North Carolina Wilmington. Scheduled for 11:30 a.m. on June 17, the hour-long session will examine strategies for distributing HD across campuses cost-effectively with IP video delivery technology.

"IP video delivery gives universities and other educational institutions a simple and affordable means of repurposing and incorporating archival assets into video-on-demand or scheduled broadcasts, and providing students and staff with the HD broadcast and entertainment services they expect," said Katzenoff. "Our goal in outlining the benefits and requirements of campuswide IP video delivery is to give session attendees the information they and their institutions need to put out their own RFP and to move forward in taking advantage of this cost-saving alternative to conventional cable-based systems."

The presentation by Katzenoff and Brown will examine the benefits and requirements of delivering HD video over IP, providing a complete picture that outlines key ingredients inside a typical video distribution network. The presentation will also explore how, with dropping product and infrastructure costs, making a onetime HD investment is a powerful and forward-looking alternative to SD video delivery systems.

*More...*

Haivision's Katzenoff is a veteran of the video industry and has a solid track-record in providing channel partners and system integrators with the latest technology solutions. Over the past three years, he has built Haivision's presence in the Eastern U.S., and today he leads the commercial U.S. sales team with a focus on expanding the company's partner base in all segments across the country.

The 2010 AHECTA Annual Conference will take place June 16-18 at The Marquette Hotel in Minneapolis.

Complete information on Haivision and the company's products, including recent case studies and application notes, is available within the download center at [www.haivision.com](http://www.haivision.com).

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**About Haivision Network Video**

Based in Montreal and Chicago, Haivision Network Video is a private company and a world leader in delivering the most advanced and intelligent IP video networking technology. Haivision's products are deployed worldwide within the foremost Fortune 100 companies; in the most rigorous military and defense applications; in state-of-the-art healthcare facilities for video collaboration and training; in highly renowned educational institutions for IPTV, teaching, and remote learning; in the most efficient interactive broadcast applications; and within the world's leading TelePresence suites. Haivision distributes its products through value-added resellers, system integrators, distributors, and OEMs worldwide.

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