



## JP/Politikens Hus

Ricoh's Virtual Meeting Room solution makes the news

### Publishing house benefits from uptake in videoconferencing

#### Collaborative communication

JP/Politikens Hus is one of Denmark's leading publishing houses. The group's print and digital news media titles, which include *Ekstra Bladet*, *Morgenavisen Jyllands-Posten* and *Politiken* - the three most popular newspapers in Denmark - are read by more than 3 million people a month.

Maintaining effective communication is vital to the publishing house. Journalists need to be able to talk face-to-face with their sources and even seemingly mundane back office processes, such as production planning, are reliant upon collaborative cross-departmental meetings.

#### Virtual Meeting Room solution

The company's meeting room technology was dated and, as a result, employees were reluctant to use the facilities. Some audiovisual components were not interoperable and, because point-to-point connection was required, videoconferences were limited to two endpoints.

Recognising that its meeting room technology was hampering communication, JP/Politikens Hus turned to Ricoh. Ricoh updated the company's audiovisual technology and implemented an easy-to-use Virtual Meeting Room solution, based on Ricoh UCS Advanced.

JP/POLITIKENS HUS

80+

virtual meetings per day

*"Ricoh's technology is a breeze to use. It is easy to initiate and join meetings. What is more, the audiovisual quality is superb, which is important when communicating with external partners."*

Jakob Madsen, IT Service Manager,  
JP/Politikens Hus A/S

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imagine. change.

*"We have seen a significant uptake in usage. More virtual meetings are being held, improving internal and external communication and reducing travel costs. It is helping to make our business more agile."*

Jakob Madsen, IT Service Manager,  
JP/Politikens Hus A/S



### Seamless multi-point connection

Ricoh used Polycom technology to link legacy audiovisual components, such as monitors, projectors and speakers. The newly integrated systems, which now incorporate smart-camera technology, provide intuitive touchscreen control over the audiovisual environment, including interactive whiteboards and other external inputs.

The integrated systems are registered to Ricoh's UCS Advanced cloud. Ricoh's innovative Virtual Meeting Room platform allows staff at JP/Politikens Hus to host interactive multi-participant meetings. Guests can join meetings seamlessly, from any location, using their videoconferencing facilities or PC/tablet/smartphone browser to connect.

### Exceptional audiovisual quality

Ricoh's UCS Advanced solution was selected for its ease of use, its cross-platform capabilities - it is compatible with Skype and other services - and its exceptional audiovisual quality. Optimised for video, Ricoh's dedicated high bandwidth global network ensures that the audio and video streams are synchronised and delivered in real time.

Ricoh's solution has transformed communication at JP/Politikens Hus. UCS Advanced has proved easy to use and, as a result, there has been a dramatic uptake in the use of videoconferencing technology. More virtual meetings are being held, information is shared more collaboratively and less time and money is being wasted on travel.