

The H300 Is Just Right for the Creative Minds at Pilotfish

– Taipei, Taiwan –



Pilotfish, founded in 2000, is an acclaimed mid-sized design firm with offices in Munich, Amsterdam and Taipei, Taiwan. The Taipei office is run by a tight-knit team of talented, dedicated designers and led by Managing Director Nick Vasiljevic. Nick and his colleagues were impressed with their H300 HD video conferencing system right from the start; so much so in fact, they happily agreed to discuss with AVer how the H300 has changed the way they communicate.

“With the H300 we can actually have full team meetings, with everyone sitting here, in this room, [connected with] a team in Germany, a team in Amsterdam and communicate with each other at the same time, while recording everything...” – Nick Vasiljevic, Managing Director, Pilotfish Taiwan

Skype and Email Only Go So Far



“You can say that we were a Skype/Internet-heavy company” was how Nick began his interview with AVer staff, describing to us what inter-office communication looked like at Pilotfish prior to the introduction of the AVer H300 HD video conferencing system. With offices in three different countries on two separate continents, in the past Pilotfish naturally turned to email and video chatting through Skype to conduct day-to-day communication. While Nick pointed out that email and web-based communication services like Skype have

their own unique, lasting purposes within the company’s inter-office communication scheme, he qualified that statement by noting that each has its own unique set of limitations, as well. Speaking about Skype in particular, Nick said, “Skype is good for a certain spectrum, Skype is good for one-to-one calls, but once you want to involve the whole team, Skype reaches its limits fairly quickly.” He went on to say, “With the H300 we can actually have *full* team meetings, with everyone sitting here, in this room (Taipei), [connected with] a team in Germany, a team in Amsterdam and communicate with each other at the same time, while recording everything...” Nick followed up that statement by saying the quality and realism of the H300’s video feed actually personalized inter-office communication in a way that brought the company’s diverse group of employees closer together.



“The H300 allows us to make [video] conference calls with big companies... it makes [our company] appear even larger.” – Nick Vasiljevic, Managing Director, Pilotfish Taiwan

Dealing with the Big Boys... and Impressing Them Too

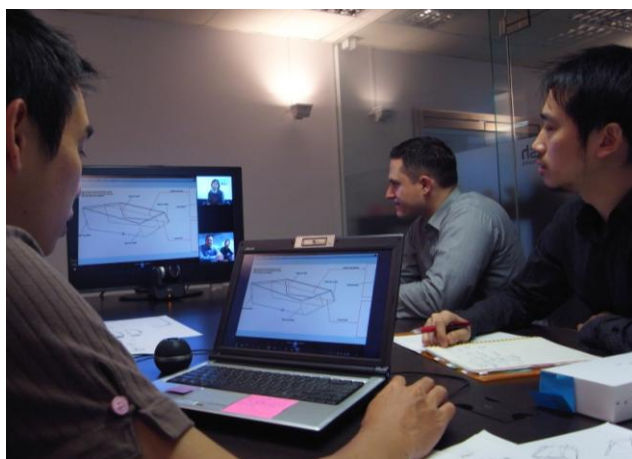
The H300 has been quite helpful for Nick and his staff not just when they need to hold company-wide meetings, but on a more day-to-day basis, too. Nick remarked that the H300 lets him easily conduct face-to-face meetings with a wide range of international clients, which in turn saves the company “enormous costs in flights and in telephone costs.” He went on to say that many of his company’s clients, especially clients in the United States, specifically request to video conference, which means



web-based services, like Skype, while sufficient for certain internal communication at Pilotfish, supply cannot fulfill all of Pilotfish’s communication needs. To that point, Nick commented, “so the H300 allows us to make [video] conference calls with these big companies... even though in our field we are considered a large company, it makes us appear even larger.” This combination of real and perceived clout, which Nick attributes to having a complete video conferencing solution in place, has given Pilotfish a competitive advantage over many of its competitors in the industrial design industry.

“I love the fact you can record. I love the fact you can share presentations.” – Nick Vasiljevic, Managing Director, Pilotfish Taiwan

So Easy, So Beneficial



“The setup is so easy” were some of the first words out of Nick’s mouth when asked for his thoughts on operating the H300. Continuing this idea, Nick commented that it required hardly any training to assemble and begin using the H300, as it more or less comes ready to use out of the box. Speaking to the image quality produced by the H300’s industry-leading 5-megapixel camera sensor, Nick put it rather succinctly, saying that it is “excellent.” He was also quite impressed by how user-friendly the controls



on the H300 are, especially for someone who lacks any previous experience operating a video conferencing system, and by how clear the image is after zooming in to the maximum level with the lens' 7X optical zoom capabilities. Nick wrapped up our interview with the following words, "I love the fact you can record. I love the fact you can share presentations... I see a lot, a lot of benefits regarding the H300."

AVer would like to thank Nick Vasiljevic, Hank Chen, Vincent Chen and everyone at Pilotfish for their patience, support and diligence throughout the entire process.

© 2011 AVer Information Inc.

All rights reserved. No part of this document may be reproduced, transmitted, transcribed, stored in a retrieval system, transmitted in any form, or translated into any language by any means (electronically, mechanically, photocopied, recorded, etc.) without the prior written permission of AVer. Information in this document is subject to change without notice. The information contained herein is for informational purposes only and shall not be considered legally binding. AVer is a trademarks of AVer Information Inc. Other trademarks used herein for description purposes only belong to each of their respective companies.

