

CUSTOMER SUCCESS STORY

Aethra Video Communication Connects Look Easy Technology

Look Easy is a full services solutions provider and system integrator with headquarters in Macau Sars and two international offices in Alcaravela, Portugal, and Hong Kong.

Since start up in 2000, the company has been committed to providing the latest and best technology to their customers, and has recently expanded their services to meet the requirements of large corporations needing significant amounts of disk space and bandwidth requirements. Look Easy strives to maintain a high level of quality for their products, and to ensure this, the company has a rigid approval policy in place. After a product or service has been created, the staff in Hong Kong send a sample to Portugal for approval. Once at the Portugal office, the sample gets reviewed and may either be sent back to Hong Kong approved or with instructions to modify it. After being modified, the sample must be sent back to Portugal for approval once again. In the past, this procedure was quite lengthy and expensive as the company relied on traditional telephony and courier services, taking up to nine days to get approval and costing as much as \$100 for shipping one-way.

To continue to provide excellent services and products to their customers and to improve their internal communication system drastically, Look Easy decided to make use of videoconferencing technology. They knew exactly what they wanted when looking for this system: an affordable, high quality, and easy-to-use system. They chose Aethra because the company's innovative products satisfied all of their needs. "We like Aethra's technology for different reasons," stated Nuno Duque, Director of Look Easy. "The products are really easy to use but offer, at the same time, a wide range of innovative features. We appreciate the Voice Tracking in particular because it is much faster than competitor systems." Aethra's Voice Tracking feature allows the active speaker to be accurately localized.

Colleagues at Look Easy now connect on a frequent basis using Aethra's systems and have seen the many advantages of video communications. The most obvious benefits to the company have been seen in terms of time and costs, as the company no longer has to deal with the hassles of shipping. Samples of products can be approved within a day now instead of the lengthy nine days. Furthermore, if any modifications need to be done, staff can discuss them directly in real-time using Aethra's videoconferencing solutions, allowing images to be shared quickly and efficiently. Look Easy has also been able to increase productivity thanks to this technology.

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