Mike Shuping
President

TDArx, Inc. Delivers Cloud Video Conferencing to its Customers

Leader in Unified Communications Brings Powerful Productivity & Collaboration Tool to Customers

WINSTON SALEM, NC – April 22, 2014 - TDArx a leading provider of unified communications, announced today that the company will now provide cloud video conferencing solutions to its customers. TDArx cloud video conferencing technology enables end users to cost effectively collaborate via video with standard HD conference room systems, desktops/laptops, web browsers, tablets and smartphones. The interoperable cloud video service requires zero hardware and is very easy to use. Cloud video conferencing offered by TDArx will improve productivity within an organization and enhance collaboration like never before.
In simple terms, cloud video conferencing allows users to communicate face-to-face without travelling anywhere. With applications spread throughout all industries, video conferencing has been shown to dramatically increase performance for individuals who perform any tasks associated with relationship building, customer service, consultative sales, education, technical assistance, training and more. This is driven by the fact that video conferencing allows individuals to interact as if they were in the same room. Individuals retain significantly more information when verbal communication is combined with visual cues. Thus, video conferencing takes a traditional phone call to an entirely new level and is just as easy to initiate.
Traditional video conferencing is very expensive and prohibitive for most

small and mid-sized companies. Cloud video conferencing, on the other hand, has caused a paradigm shift making this type of communications tool affordable for any business regardless of size. Plus, TDArx solution is interoperable with traditional video conference room systems so if larger companies that have already made a significant investment in hardware can still reap the rewards of reduced utilization costs by connecting it to the cloud.
 "Video conferencing has been available for a while but being able to do so from 'the cloud' has opened up the floodgates of opportunity," stated Mike Shuping, President of TDArx. "The costs for this caliber of communications technology was previously and exclusively available for large enterprises, but now every small to mid-sized business, organization or institution can benefit from it. We see this technology radically changing the way we interact because it is based on a very simple premise – there's no better way to communicate than by looking someone into the eye and expressing your ideas. People who try it once, instantly see how powerful it is, and we are thrilled to see how businesses leverage this tool to gain a leg up on their competitors and increase their profitability."

ABOUT TDArx, INC..

TDArx, Inc. came into existence when TeleData Services, Inc., a regional leader in business communications, and Arx Technology, Inc., a leading provider of computer and data networking technologies,

merged in January 2008. The merger enhances TDArx's expertise in a full line of communication technology, which helps its customers increase their profitability and improve competitive advantage.
TeleData Services, Inc. was founded in 1988 by Mike Shuping with partners Michael Nester and Larry Halsey. For the past 20 years, TeleData Services has been and is committed to establishing and maintaining a dynamic partnership with every customer. Extensive technology and service experience allowed the TeleData Services, Inc. team to develop an understanding of each customer's unique telecommunications requirements, and to respond to those requirements quickly and effectively.
Founded in 2001 by owner Wesley Walker, Arx Technology had been fulfilling the IT needs of Triad businesses. The company has over 350 customers and eight certified engineers. These professionals have a number of advanced industry certifications including Microsoft, Macintosh, Cisco, Citrix, Novell, and Linux and provides IT-based growth strategies for small and medium businesses. Arx specializes in data, technology and network consulting, security and support.
Today, TDArx is poised to help its customers maximize the return on their investment in communication technology. With TDArx, you can focus on your business, while we focus on your IT! For more information, please contact us at (336) 896-0808 or visit www.tdarx.com.