



Polycom Helps Language Matters Training Provider Bring Language Learning to the Corporate Sector Through the Power of Video Collaboration

Utilising video conferencing to deliver language training has minimised or eliminated some of the barriers to learning by allowing people to meet face-to-face from anywhere.

London, UK – 15 November 2012: [Polycom](#), Inc. Nasdaq: PLCM), the global leader in open standards-based unified communications and collaboration (UC&C), today announced that Buckinghamshire-based Language Matters, a leading language training provider, is successfully using Polycom RealPresence [video collaboration solutions](#), to offer language learning to the corporate sector by introducing a new way to support corporate language learners remotely.

Traditionally, language courses have been delivered face-to-face, but [Polycom's RealPresence](#) secure HD video and telepresence solutions enable video collaboration from anywhere, so employees can learn a language even when away from the office. Video collaboration software for desktop PCs, laptops, tablets and smartphones that can connect into room-based systems and immersive theatres have opened up alternative methods of delivery to blend face-to-face learning, e-learning and learning via video conference, enabling dispersed workforces to effectively learn at the touch of a button.

Utilising Polycom Telepresence m100 video conferencing to deliver language training, Language Matters have minimised and in some cases eliminated some of the barriers to learning which can affect group language training across a corporate environment. The combination of ease-of-use, premier quality and multi-protocol support offers a more streamlined experience both for learners and trainers and has led to a significant increase in course attendance.

“Our clients tend to travel frequently and have full diaries, so it can be difficult for them to be on-site for their training every week”, said Debbie Sasson, founder of Language Matters. “Video conferencing enables them to attend regularly, as they can dial in from wherever they happen to be. And as the training can be recorded, if they do have to miss a session, they can easily catch up by accessing the recorded sequence.”

The firm has seen a number of different benefits from utilising video collaboration for its training courses, including:

Significantly reduced training costs – by using video conferencing, Language Matters can avoid having to set up face-to-face training across multiple locations for the same client. Using Polycom video conferencing, teams in geographically dispersed locations can link in to the one course delivered from the main customer site. The clients' costs are significantly reduced, as they buy in one rather than several training courses.

Flexible learning – clients really can learn at any time anywhere. The Polycom RealPresence Media Manager enables organisations to launch training at a time to suit them, even from a mobile platform while on the treadmill, for example. The flexibility is ideal for business clients, who previously felt that

they couldn't commit to a regular on-site course, and who welcome the opportunity to improve their language skills through remote learning with a trainer.

Interactivity – Polycom video collaboration brings the trainer and participants together in a virtual setting where they can interact with each other and the trainer in much the same way as they can in a face-to-face environment. So the interactive teaching and learning techniques used in the traditional training room are just as effective when learning via video-conference.

To see a customer video testimonial on this press release please visit the [Polycom Website](#)

About Language Matters

Language Matters (UK) Ltd is a language training and translation services provider located in Buckinghamshire. Established in 1992, they have been providing language training to the corporate sector for 20 years and earlier this year they won their first contract to provide the Ministry of Defence with language training. Their clients come from all sectors and include a number of blue-chip companies, both in the UK and overseas. Visit www.languagemattersuk.com.

About Polycom

Polycom is the global leader in open standards-based unified communications and collaboration (UC&C) solutions for voice and video collaboration, trusted by more than 415,000 customers around the world. Polycom solutions are powered by the Polycom® RealPresence® Platform, comprehensive software infrastructure and rich APIs that interoperate with the broadest set of communication, business, mobile and cloud applications and devices to deliver secure face-to-face video collaboration in any environment. Polycom and its ecosystem of over 7,000 partners provide truly unified communications solutions that deliver the best user experience, highest multi-vendor interoperability, and lowest TCO. Visit www.polycom.co.uk or connect with us on [Twitter](#), [Facebook](#), and [LinkedIn](#) to learn how we're pushing the greatness of human collaboration forward.

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