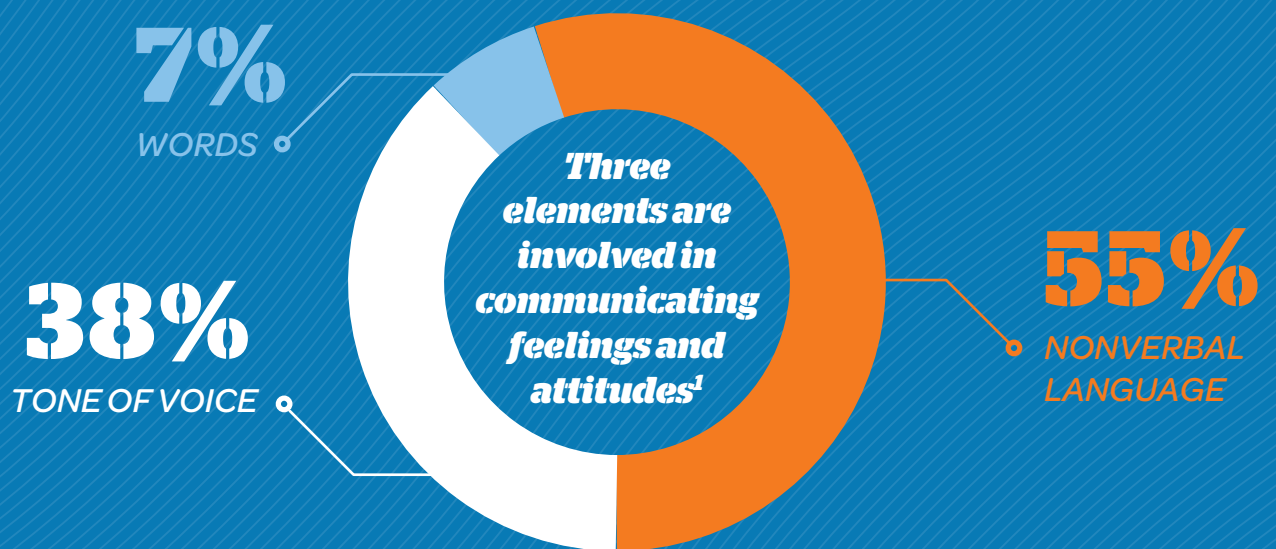


Face Value

Telepresence and the Value of Face-to-Face Meetings

Building relationships and being likable in relationships is critical to business success.



In a global survey of 2,211 Harvard Business Review subscribers,

95%

of respondents viewed in-person meetings as a key to success in building long-term relationships.



Telepresence deployments allow firms to enhance communication

...and increase productivity

...in addition to reducing travel expenses.

A firm implementing four telepresence rooms could

- achieve a financial return on its investment (ROI) in as little as 15 months;
- save nearly 900 business trips in the first year of using telepresence;
- reduce emissions by 2,271 metric tons over five years – the greenhouse gas equivalent of removing 434 passenger vehicles from the road for one year.²

Financial Return in as little as



Contact AT&T to see how you can benefit from [telepresence](http://www.att.com/telepresence).
www.att.com/telepresence

Sources:

¹ Albert Mehrabian, UCLA Professor of Psychology known for his published studies on the importance of verbal and nonverbal messages.

² Carbon Disclosure Project Study 2010, The Telepresence Revolution, http://www.business.att.com/content/whitepaper/CDP_Telepresence_Report_Final.pdf.
Return on investment depends on individual circumstances of deployment.

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