

BSNL launched video telephony service in southern states of India. BSNL is the first telecom service provider in the country to offer such high quality video calling service. State-owned enterprise ITI is the franchisee for this service for south and east zones and Mumbai-based ICT solutions provider M/s Click Telecom is the technology partner of M/s ITI for this next generation video calling service. This service will be made available to BSNL customers in the states of Andhra Pradesh, Karnataka, Kerala and Tamil Nadu on BSNL wireline broadband connections. Shortly this will be made available in circles of east zone also where work is in advance stage.

While inaugurating the service, Kapil Sibal said, "I am proud to announce launch of this futuristic video calling service. Any BSNL broadband customer will now be able to make high quality video call through BSNL's landline or fiber network. Video conferencing which was so far a very costly affair and restricted to board rooms will now be easily available to business and government offices. BSNL shall provide special PVC (Private Virtual Circuit) on broadband connection through which traffic of video calls will flow. This will ensure consistent quality of service due to BSNL's robust MPLS-VPN network."

RK Upadhyay, highlighted the futuristic features of this service that will work on BSNL broadband. He also highlighted how this network will help improve rural-urban synergy and development in the state including services like telemedicine and tele-education initiatives.

# BSNL launched video telephony service



## BENEFITS OF VIDEO TELEPHONY SERVICE

- Assured video quality through BSNL's MPLS-VPN.
- High definition (HD) voice clarity.
- Instant desk-to-desk video call.
- No PC required to make a video call.
- User-friendly audio/video conferencing.

Upadhyay said, "With the launch of video telephony, organisations can have instant face-to-face meetings, sales reviews, training sessions at 25 per cent of the current cost. Apart from desk-to-desk calling, these video phones can also be connected to large screens like TV/projector for superior experience. This service saves time and cost, and improves productivity. He also mentioned that video phones will work

simultaneously with landline and broadband.

This service will be available to only those users who are having BSNL broadband. Using this service, video calls can be made within India only.

Video call charges within BSNL video calling network are just ₹2.50 per minute. Video call traffic will not add to the broadband usage limits of the broadband tariff plan of customer.