



Mike Shuping
President

HD VIDEO CONFERENCING SOLUTION FINALLY MATURES

*TDArx, Inc. Delivers Powerful
Technology to SMBs*

WINSTON SALEM, NC - October 1, 2012 – In today’s market, large enterprises have come to rely heavily on technology in order to help accelerate their businesses. HD video conferencing has long been thought to be a powerful technology reserved exclusively for use by large-scale enterprises. However, recent developments in technology have lowered the total cost of ownership and now smaller organizations can benefit from this impactful technology. In an increasingly global economy, many organizations are looking to reduce travel expenses, collaborate with remote workers and foster real-time collaboration across all areas of a business. HD video conferencing allows organizations to accomplish this and gain competitive advantage in their industry.

Simply explained, HD video conferencing allows users to conduct face-to-face meetings without leaving the office. Multiple parties can collaborate with one another on various projects regardless of location, instantly increasing office productivity. Essentially, this

dynamic technology elevates our expectations of basic web and audio conferencing tools. Users can now broadcast important meetings to other locations, reducing travel expenses and saving lost time. Another factor behind video conferencing’s recent success is due to its ability to show non-verbal communication and increase the “human feel” of meetings.

“Our customers have always expressed a very strong interest in the capacities that videoconferencing solutions deliver but we didn’t bring this technology to our customers because the cost for this technology was simply too high,” stated Mike Shuping, President at TDArx, Inc.. “We have built our reputation over the years by truly partnering with our customers, concerning ourselves with their needs and obligating ourselves to only provide them with technology that significantly boosts employee productivity and increases their bottom line. We assert that at the end of the day, technology needs to increase a business’ profitability and give them a competitive advantage or it should not be implemented. HD video conferencing has finally matured to the point

where our customers can enjoy the benefits of this technology while simultaneously increasing their overall profitability. We’ve been excited to see how different industries have been applying video conferencing to their businesses and have learned quite a bit throughout our experiences. We look forward to helping our customers get the most out of their technology.”

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.