

TANDBERG CUSTOMER PROFILE

Norwegian
Armed
Forces



Norway's military uses TANDBERG video systems in the office and on the battlefield

- **CLIENT:** The armed forces of Norway, which is a founding member of NATO and frequent contributor of peacekeeping troops around the world
- **ACTION:** Installed about 180 TANDBERG 6000, 1000 and 800 video communication systems in military bases and transportable modules around the country
- **RESULT:** Major travel savings, improved time management and tighter communications in the line of command

"The fact that we chose TANDBERG demonstrates a strategic choice in relation to future demands for effective communication."

MAJ. MORTEN HENRIKSEN
ROYAL NORWEGIAN AIR FORCE

DIGITAL WARRIORS

The Norwegian Armed Forces are emerging from a period of radical reform. Cold War military strategies have been revised to meet today's less predictable threats, and new technologies have been deployed to make Norwegian fighting units more potent, more mobile and more efficient. Underpinning this transformation are a number of advanced communication technologies -- in particular, visual communication.

When pressed to cut costs and boost performance, military leaders tend to act like other public-sector managers. They scrutinize the travel budget, and they install visual communication systems.

"All our military units are now equipped for videoconferencing -- every air station, every naval base, every army camp," says Raymond Haugen, a senior engineer in the Norwegian Defense Logistics Organization. "We're quite spread out, so video communication is important for everything from training exercises to daily briefings and budget discussions."

VIDEO FROM THE BATTLEFIELD

The Norwegian Armed Forces bought their first 40 TANDBERG video systems in the 1990s, linking together the country's most important bases and command centers. In recent years the military has upped its investment by an additional 140 systems. Officers stationed in modular outposts and command vehicles throughout Norway can now hold encrypted video meetings by satellite with the Ministry of Defense and Headquarters Defense Command in Oslo as well as with NATO headquarters in Brussels, Belgium.

About 150 of the Norwegian military's visual communication systems are TANDBERG 6000 models. These sleek, versatile units feature two large monitors on a roll-about stand. For unmatched video and audio clarity, they run at transmission speeds of up to 2 Mbps on ISDN and 3 Mbps on IP. Their Duo Video™ function lets officers at multiple sites see one another on one screen while sharing electronic data, PC-based materials or paper documents on the second screen.

Where space is tight, the armed forces deploy compact TANDBERG 1000 and

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TANDBERG 800 units as well as portable TANDBERG codecs with projectors and sound systems that fold into a briefcase for field use. Because of the intuitive design concept and common software platform, no TANDBERG system is harder to use than a mobile telephone, according to Mr. Haugen.

STANDARDIZING ON TANDBERG

"Once an officer has learned videoconferencing on one system, he can take that knowledge to wherever he is ordered next," he says. "The user menus are identical on all TANDBERG systems."

"The fact that we chose TANDBERG demonstrates a strategic choice in relation to future demands for effective communication," adds Royal Norwegian Air Force Maj. Morten Henriksen.

Over a two-year period, videoconferencing helped Norway's armed forces save an estimated NOK 100 million in travel expenses. But according to Mr. Haugen, the lower transport and hotel costs tell only part of the story.

"Even more important is the time saved," he says. "People no longer travel two days for a two-hour meeting. And in my experience, video meetings tend to be shorter and more constructive, because people come better prepared."

"LOOK PEOPLE IN THE EYE"

From the generals and admirals on down, he says, communication by video is widespread and growing. That's partly because it is not exactly a voluntary activity.

"Our chief of defense is enthusiastic about videoconferencing, and he requires everyone in leadership positions to take part," Mr. Haugen says. "He wants to look people in the eye and see their body language when he gives an order. If someone goes red in the face, he wants to know why."

Strong leadership, after all, must be clear-sighted.

ABOUT TANDBERG

TANDBERG is a leading global provider of visual communication products and services. The Company has dual headquarters in New York and Norway. TANDBERG designs, develops and markets systems and software for video, voice and data. The Company provides sales, support and value-added services in more than 90 countries worldwide. TANDBERG trades publicly on the Oslo Stock Exchange under the ticker TAA.OL. Please visit www.tandberg.net for more information.



TANDBERG 1000 desktop unit

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