

TANDBERG CUSTOMER PROFILE

Blue Fox
Enterprises



- **CLIENT:** A leading developer of textile design and manufacturing software to automate the production of carpeting, clothing, upholstery, linen and other fabrics
- **ACTION:** Installed the **TANDBERG 6000 MXP, TANDBERG 1500 MXP, TANDBERG 1000** and **TANDBERG 880** video systems at **14 locations** in Europe, North America and Asia
- **RESULT:** Closer collaboration among software developers, design consultants and sales staff; improved management and financial control; a more open corporate culture

LOOKING SHARP ON SCREEN

From the heart of Europe, software maker Blue Fox Enterprises relies increasingly on TANDBERG video communication systems to run subsidiaries in 11 countries and stay in tune with customers in the global textile and fashion industry, where looks are everything.

Netherlands-based Blue Fox is a leading supplier of CAD (Computer Aided Design), ERP (Enterprise Resource Planning) and CAM (Computer Aided Manufacturing) software for companies that make carpeting, clothing, upholstery and other textiles. Blue Fox is in the visualization business. It gives textile designers a "virtual loom" on which to transform technical specifications into three-dimensional, photo-realistic samples on a computer screen and ultimately send data to the production environment. Until recently, Blue Fox executives, engineers and marketers had no way to see their far-flung colleagues routinely or to communicate the richness and precision of their fabric production ideas. Now they do: multimedia visual communication.

THE GLOBAL SEWING CIRCLE

"We use every one of our units every day," says Roelof J. Brolsma, the Board of Directors member responsible for Blue Fox's business development. "Often people are queuing up. For us it's the benefits, not the cost savings, that are most important. We need to see each other and the products we're working on. We also want to stimulate videoconferencing with our clients."

Blue Fox settled on TANDBERG for its value, image quality and global support network. At its headquarters in Dordrecht, the Netherlands, it installed an elite

TANDBERG helps Blue Fox show off its work

"We had champagne in all the offices. With videoconferencing, the company seems smaller and more personal."

ROELOF J. BROLSMA
BLUE FOX ENTERPRISES

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TANDBERG 6000 MXP

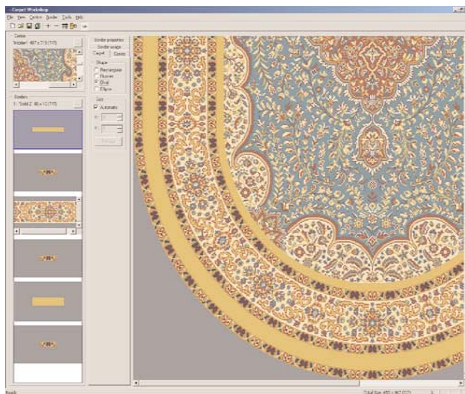


Photo-realistic textile design software

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TANDBERG 6000 MXP. Elsewhere it chose a high-bandwidth TANDBERG 1500 MXP and nine compact TANDBERG 880s. The company's top executives each have a TANDBERG 1000 desktop model in their homes.

When trade barriers for textiles were eliminated globally in January 2005, Asian production took off. Blue Fox's video systems helped it shift focus to maintain market share (60 percent of all new carpeting on earth is designed on its software). Video has also helped Blue Fox redouble its commitment to American and European textile mills, which rely on Blue Fox to stay competitive in design and manufacturing.

"IS THIS WHAT YOU WANT?"

Blue Fox's largest development centers are in Romania, Italy and the Netherlands. Managers there are in constant visual contact with sales people and consultants around the world. As tastes and fashions evolve, they make sure the latest Blue Fox design software supports the unique materials, patterns and sizes appropriate to each market.

"In the past," says Mr. Brolsma, "our software developers would send a CD-ROM in the mail to have the software tested. Now they do a real-time demo by video before shipping it. They ask, 'Is this what you want? Are these the exact sizes?' Using DuoVideo™ they show the software on one screen and talk on the other."

Much of Blue Fox's video meeting time involves the kind of internal management issues that all companies face. Across normal ISDN lines, managers discuss how best to deploy staff and resources, improve quarterly results, and improve product lined. Specialists make cameo appearances, then get back to work.

"Last month, our controller happened to be in Los Angeles when the year-end results were to be presented to the Supervisory Board," recalls Mr. Brolsma. "We had him make his presentation by video. He was in and out of the meeting in an hour."

A PLACE WHERE PEOPLE TALK

The TANDBERG systems are now mission critical for many Blue Fox employees. Matters that previously might have languished under the radar have begun to receive the attention they deserve. Though people travel less, a culture of openness has bloomed.

"We tell people that if they feel some quarrel coming on they should go on the VC and solve it face to face," says Mr. Brolsma. "One of the dangers in an international company is that people can become anonymous. You see people sitting with their backs to each other in the same office, sending e-mails back and forth. We want them to talk."

When the Dutch ambassador to China joined Blue Fox last year in opening an office in Shanghai -- on the 31st floor of the landmark Jin Mao Tower -- it was a moment for all 380 employees around the world to savor. Many of them did so by video link.

"We had champagne in all the offices," says Mr. Brolsma. "With videoconferencing, the company seems smaller and more personal."

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.



A visual company