



FOR IMMEDIATE RELEASE

## **HUMAN PRODUCTIVITY LAB PRESENTING AND EXHIBITING AT NAB SHOW APRIL 11-14<sup>TH</sup> IN LAS VEGAS**

**TELEPRESENCE CONSULTANCY HUMAN PRODUCTIVITY LAB WILL BE EXHIBITING IN  
SOUTH UPPER HALL IN BOOTH SU9307**

**ASHBURN, VIRGINIA – April 5th, 2011** – Human Productivity Lab, the leading telepresence and visual collaboration consultancy, today announced that Howard S. Lichtman, the firm’s president, will be speaking at the upcoming NAB Show in Las Vegas. Mr. Lichtman will be speaking on the topic of **Telepresence, Visual Collaboration, and Hollywood** at the 10:15 session on Tuesday, April 12 in Room S225

Mr. Lichtman’s presentation will focus on what telepresence REALLY is, how it is revolutionizing how movies are being made, how it integrates into global transmedia events and cuts the cost of capturing and delivering content globally. Emphasis will be placed on what the broadcasting industry needs to know to be ahead of the curve, cut costs, and create compelling content using the latest and greatest tools in the kit. Topics include:



Telepresence in editing and production, on-stage telepresence, telepresence integration into transmedia events, and leveraging low-cost, high-speed, high-quality networks for real-time content acquisition and broadcast.

In addition, Human Productivity Lab will be an exhibitor at the NAB Show on April 11-14 and can be found in the South Upper Hall in Booth SU9307. Howard Lichtman and Thomas Kayser, Managing Director of the Lab’s European Consulting Practice out of Frankfurt, Germany will be on hand to discuss how the Lab can help global organizations supercharge their telepresence and visual collaboration strategies to cut costs, improve productivity, and connect with partners, vendors, and customers.

The [\*\*Human Productivity Lab\*\*](#) is an independent research firm and consultancy that follows the telepresence and visual collaboration industry. The Lab’s Telepresence Consulting Practice specializes in helping Fortune 5000 corporations and leading international organizations understand, evaluate, design, purchase and effectively deploy telepresence and visual collaboration solutions.

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