



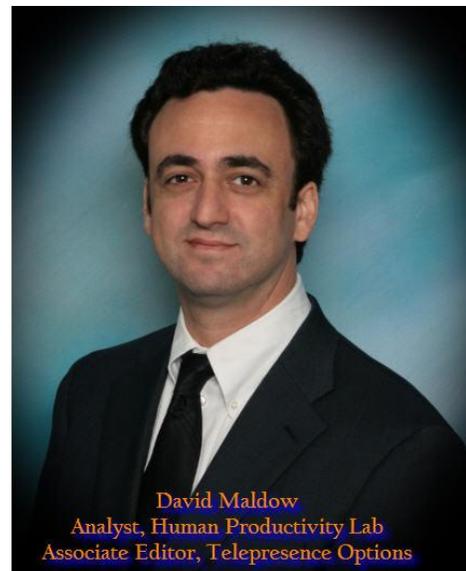
FOR IMMEDIATE RELEASE

DAVID MALDOW JOINS HUMAN PRODUCTIVITY LAB AND TELEPRESENCE OPTIONS AS ANALYST AND ASSOCIATE EDITOR

WILL EXPAND THE HPL'S END USER EDUCATION PRACTICE AND CONTRIBUTE TO TELEPRESENCE OPTIONS AND TELEPRESENCE OPTIONS MAGAZINE

Ashburn, VA, September 8th, 2011 -

Telepresence and visual collaboration consultancy Human Productivity Lab (HPL) is pleased to announce that David S. Maldow has joined as an analyst and writer. David is a visual collaboration technologist with extensive expertise in testing, evaluating, and explaining telepresence and other visual collaboration technologies. David will be focused on providing third-party independent testing of telepresence and visual collaboration endpoints and infrastructure and helping industry participants explain complicated subjects through white papers and other end-user facing publications. Finally, David will be a contributor to the Human Productivity Lab's publications: [Telepresence Options](#) and [Telepresence Options Magazine](#).



Prior to joining the team at HPL and *Telepresence Options*, David worked at industry analyst firm Wainhouse Research (WR) as a member of their video collaboration coverage team. While at WR, he supported a variety of videoconferencing, streaming, and end-user consulting projects. David managed WR's videoconferencing test lab where he oversaw and conducted evaluations of rich media products and solutions. David wrote, or co-wrote, numerous evaluations and other reports for WR publications.

David has hands on experience with many videoconferencing and other rich media solutions from his years of conducting evaluations, as well as an insider perspective gained from countless briefings with product development teams. As such, David brings a unique blend of user and industry knowledge to the team. Human Productivity Lab President and *Telepresence Options* publisher Howard Lichtman commented "David has a superb knack for explaining complicated technologies which should pair nicely with *Telepresence Options*' ability to disseminate to the largest identifiable audience in the world interested in visual collaboration.

“Telepresence, visual collaboration, and rich media are incredibly exciting fields right now,” commented David. “The technology has reached a point where it not only provides an acceptable experience; it can provide a *fantastic* experience. Unfortunately, the technology can still be confusing and overwhelming. The Human Productivity Lab is helping people understand their “telepresence options” and how to use these collaboration capabilities to increase productivity and improve quality of life. I have been a believer in visual collaboration since day one and I am excited to be a part of a team making the dream a reality for end-users.” David can be reached at David@TelepresenceOptions.com

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About the Human Productivity Lab:

The Human Productivity Lab is the leading consultancy for organizations looking to cost-effectively deploy and future-proof telepresence and visual collaboration. The Human Productivity Lab offers telepresence end-user firms, vendors, and investors a host of advisory services including: Equipment Acquisition, Managed Services & Network Consulting; RFI & RFP Preparation; Telepresence and Visual Collaboration Strategy; Investor Due Diligence; and Best Practice Assessments. The Lab also publishes *Telepresence Options*, the #1 publication focused on telepresence and visual collaboration. More information at: www.HumanProductivityLab.com

About *Telepresence Options*

The *Telepresence Options* website at www.TelepresenceOptions.com is the #1 website in the world covering telepresence and effective visual collaboration with over 20,000+ unique visitors per month from 165+ countries. The company also publishes the [Telepresence and Videoconferencing Catalog](#) which is the most comprehensive on-line overview of telepresence and visual collaboration solutions. The [Telepresence Options Telegraph](#) newsletter has over 5,000 subscribers and is the most widely read periodical in the world focused exclusively on telepresence and visual collaboration. The brand recently launched [Telepresence Options Magazine](#) with 2400+ hard copy subscribers in 25+ countries and hard copy distribution at conferences and events of 8500+.

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