

## Vidyo: Now You Can White Label

Written by Bob Snyder  
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OK, maybe you were blown away by Vidyo's telepresence grade, low-latency, multipoint video conferencing with 3 megapixel content sharing on **Apple's new iPad** with the Retina display (*See link below*)

But now, without the usual cost in time, money & resources, you can jump into offering video conferencing by signing up for Vidyo's new program.

If you've always wanted to jump in to videoconferencing, Vidyo's white label program will allow service providers, distributors or value-added resellers to easily enter the video conferencing market without requiring the usual up-front videoconferencing infrastructure investments.

With its **White Label Service Provider Program**, Vidyo is also creating a community of partners called Vidyo Virtual Network Operators (VVNO) that can offer videoconferencing solutions as a service. VVNOs are "infrastructure-less" videoconferencing service partners that can co-brand and sell Vidyo solutions.

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In 2011, Vidyo won over more than 200 reseller partners, 25 service provider partners, 15 awarded patents, 44 patents pending, five OEM partners and more than 50 development partners (focused on applications for Vidyo environments.)

Oh, yes...and Vidyo bagged another \$25 million from investors so it has more than \$97 million in investor funding so far.

Vidyo also announced the **VidyoRouter Virtual Edition (VE)**, its next leap forward in massively-scalable video conferencing. Vidyo says this is “the first and only available solution that virtualizes the media plane in a scalable manner, delivering multipoint video conferencing in virtual computing environments at audio conferencing price points which will have a significant impact on reducing the costs of delivery for White label providers.”

Go [White Label Service Provider Program](#)

Watch [Vidyo on the new iPad](#)