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Purpose

The main purpose of the HDVC ROI (Return On Investment) simulator is to show how much you can save the cost when you replace business trips to HDVC System. Costs will be shown in trip cost, salary cost, time, and CO₂. Costs, time and money are references values estimated by Panasonic.

2

How to use?

HDVC ROI simulator is programmed for online usage. The simulator has four-step process. You are asked to input the information of the business trip such as departure city, destination city, number of trips per year, number of people per year etc. Then the HDVC adoption pay out period is automatically calculated.

3

Further usage

HDVC ROI simulator will be uploaded to panasonic.net by Japan. (Please refer to P.5)
We will offer HDVC ROI simulator data to sales companies. Sales company can upload it to their local website. Or pasting a link to our website is also welcome. We have prepared a link banner pic so please feel free to use it on P.6. For tablet device usage, the tablet needs to be connected to the network.

Instructions

2

1 Set the place of departure and destination

Step 1 / 4 Destination settings ?

Set the place of departure and the business trip destination.
After selecting the area, select the city. Airplanes are used for the mode of transportation.

Departure area Europe and Russia	Departure city United Kingdom (Lon)
Destination area Oceania, Southeast A	Destination city Australia (Sydney)

Proceed to Next Step

*Costs, time, and CO₂ emissions are references values estimated by Panasonic.

2 Set detailed trip settings (Number of trips, number of people, currency unit and average annual salary are variable)

Step 2 / 4 Detailed trip settings : United Kingdom (London) - Australia (Sydney) ?

Set the detailed trip settings.
Set the number of trips per year, number of people per trip, average annual salary, and the currency unit to use for the calculation.

Number of trips per year 10 times	Number of people per trip 2 people
Currency unit GBP (UK)	Average annual salary 60,000 GBP

Check the Result

For each trip, per person:

Transportation costs (round trip)	2,243 GBP
Salary costs	1,842 GBP
Total Time Required	46 hours
CO ₂ emissions	3,748 Kg

*Costs, time, and CO₂ emissions are references values estimated by Panasonic.

3 Compare costs with trip to HDVC system. Cost effects in 4 perspectives can be seen.

Step 3 / 4 Checking the cost reduction effect ?

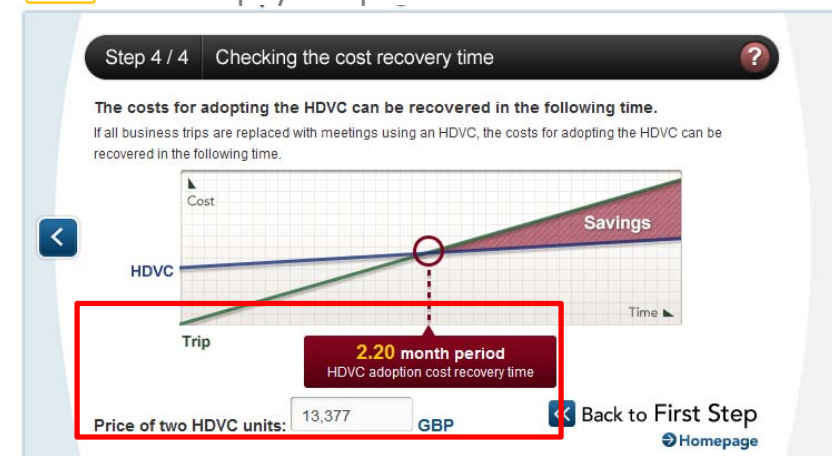
These following costs are incurred during a year:

100% Cut	97% Cut	97% Cut	99.9% Cut
Trip costs	Salary costs	Total Time Required	CO₂ emissions
Trip: 44,862 GBP HDVC: 0 GBP	Trip: 36,846 GBP HDVC: 1,250 GBP	Trip: 590 hours HDVC: 20 hours	Trip: 37,483 Kg HDVC: 12 Kg

Confirm Payout Period

*Costs, time, and CO₂ emissions are references values estimated by Panasonic.

4 Shows the initial cost for adopting the system and its pay out period.



*Costs, time, and CO₂ emissions are references values estimated by Panasonic.

Cost Reduction Effects

3

Further comparison between business trip and HDVC adoption cost is also analyzed automatically. This screen displays the annual travel costs, salary costs, travel time, and CO₂ emissions. The values in the graph indicate the ratio of reduction due to adopting an HDVC.



*Costs, time, and CO₂ emissions are references values estimated by Panasonic.

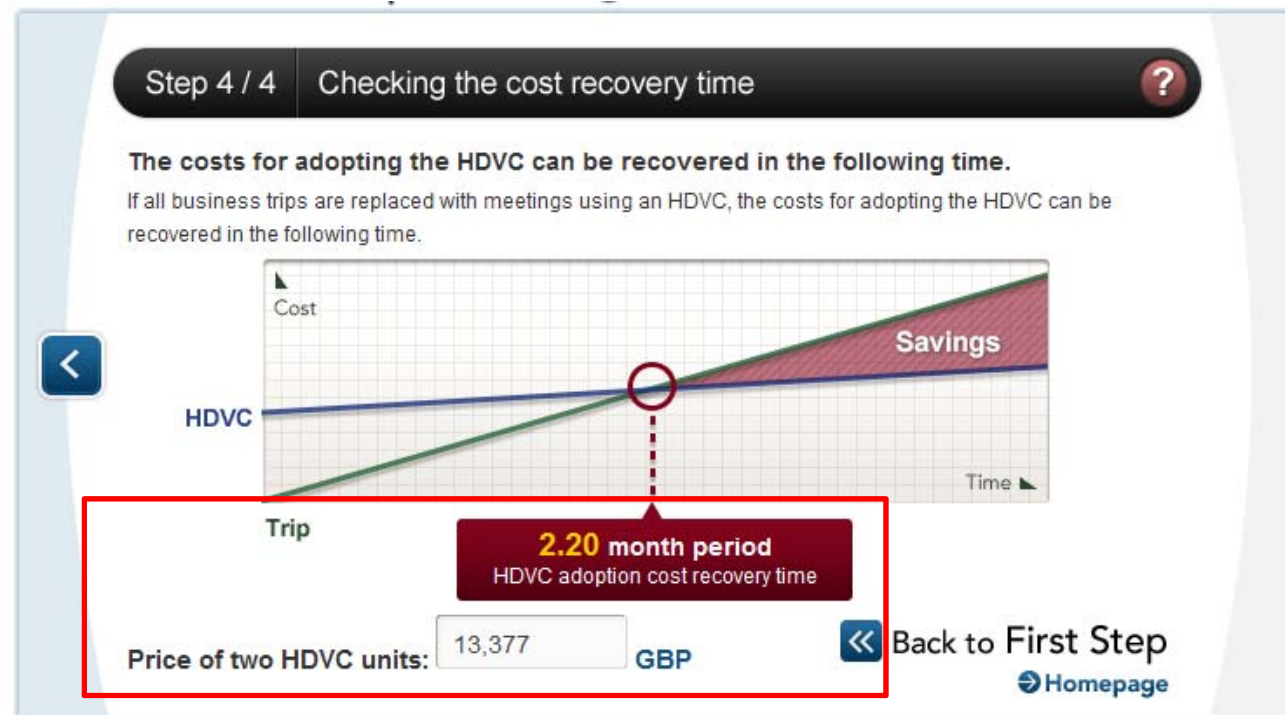
- 1 The annual travel expense
- 2 The annual labor cost for holding meetings
- 3 The total time required for the whole business trip
- 4 The amount of CO₂ emission

Pay-Out Period Effects

4

HDVC ROI simulator shows the initial cost for adopting the HDVC system and its pay out period. You can easily show how much the HDVC system saves money and time for the customers.

*Price of two HDVC units can be changed.



*Costs, time, and CO₂ emissions are references values estimated by Panasonic.

Website: panasonic.net

5

-HDVC ROI simulator is uploaded in our panasonic.net website below.

*The simulator can be used in the environment below:

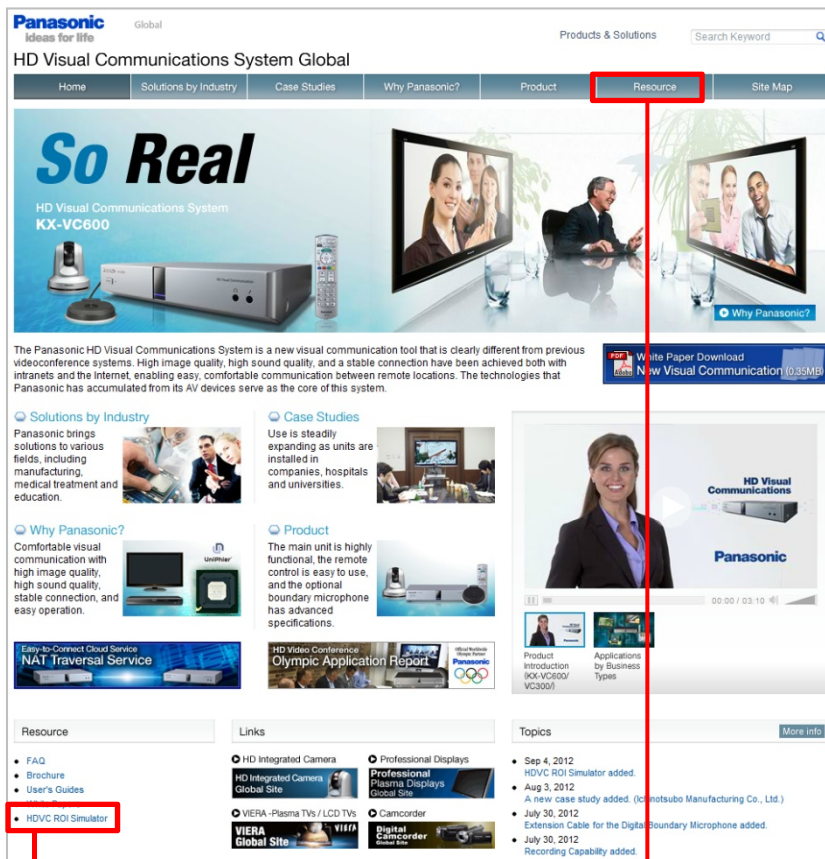
Hardware : Windows, Mac, iPad, Android tablet

Browser : IE8 or later, Firefox, Safari, Chrome

Step 1

HD Visual Communication System

<http://panasonic.net/psn/products/hdvc/index.html>



Click to Resource page

Step 2

HD Visual Communication System

<http://panasonic.net/psn/products/hdvc/resource/roi.html>

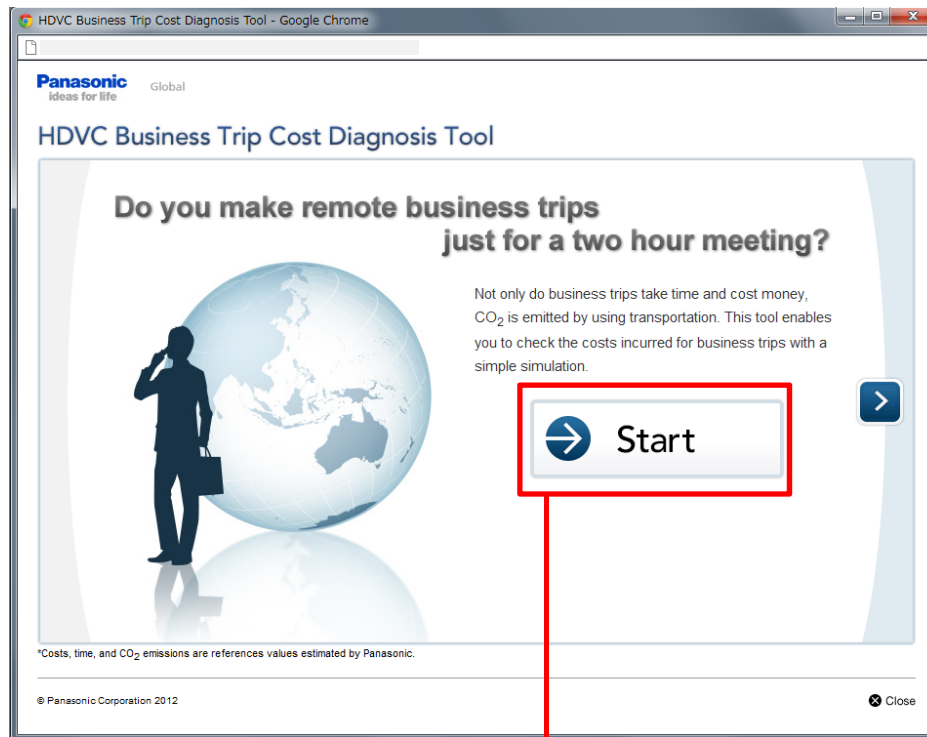


Click to HDVC ROI Simulator page
(Pop-up window)

Step 3

HDVC ROI simulator

<http://panasonic.net/psn/products/hdvc/resource/pop/index.html>



Click to Start

We've prepared a banner so that you can put a link to our website.
(URL is shown in P.5-6.)



HDVC ROI simulator banner
248-by-100-pixel

Once again, we hope you will find this HDVC ROI simulator tool useful for your sales activities. And please do send us your comments, suggestions anything that will help us improve our next creation of the marketing materials.

Your straightforward comments are highly appreciated.

There are 3 ways to upload and use the tool.

- Access to <http://panasonic.net/psn/products/hdvc/resource/pop/index.html> and show/explain to your customer how much they can reduce the cost .
- Upload the simulator data onto your local website
- Paste a link to our website from your local website.
(Linking should be very easy, we recommend you do this at first.)

Anything unclear, please feel free to contact us.
We are open to your comments.

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