

**Tely Labs Selects TOTAL Marketing to Support Growing Demand for Easy to Use, Affordable  
Videoconferencing Systems**

*Specialist in A/V systems, TOTAL Marketing to provide support to expand Tely Labs's reseller  
network*

**REDWOOD CITY, CALIF. - May 31, 2013** - Tely Labs - maker of the award-winning telyHD videoconferencing system - today announced it has appointed TOTAL Marketing, a specialist sales organization for the audio visual and video communications markets, as its manufacturer's representative for the Texas, Oklahoma, Louisiana and Arkansas (TOLA) region, as well as New Mexico, Arizona, Colorado and Utah (Mountain) region. TOTAL Marketing will help Tely Labs meet accelerating customer demand for its easy-to-use, room-based videoconferencing systems by providing sales, technical support and training to Tely Labs's growing reseller base.

"Tely Labs's videoconferencing solutions are a perfect complement to any reseller's A/V product line up, and we are very pleased to represent them," said Darcy Harrell, CEO at TOTAL Marketing. "Because the telyHD platform interoperates with major videoconferencing systems, it creates a new opportunity for our resellers to expand their reach into existing customer networks. And, for SMB customers who are new to videoconferencing, Tely Labs's cloud-based service gives resellers an opportunity to talk about an economical, easy and efficient way to increase their productivity without needing to invest in expensive infrastructure."

"TOTAL Marketing's expertise in developing channel relationships in the videoconferencing market will be of enormous benefit in helping Tely Labs respond to market demand and expand our channel presence in the U.S.," said Sreekanth Ravi, CEO at Tely Labs. "There is tremendous synergy in our goals of extending the benefits of videoconferencing to every meeting room, and building an energized and expert channel."

TOTAL Marketing and Tely Labs will kick off their partnership with a joint webinar on June 6<sup>th</sup>. Interested resellers, dealers and consultants should contact TOTAL Marketing at: [www.totalmktg.com](http://www.totalmktg.com).

Tely Labs will exhibit at booth #1692 at InfoComm 2013 in Orlando, Florida, June 12 – 14.

**About Tely Labs**

Founded in 2010, Tely Labs is a pioneer in simple, secure and affordable video communication and collaboration systems that fundamentally change the way people communicate. Tely Labs is dedicated to bringing videoconferencing to every meeting room, remote office and healthcare facility – simply, securely and affordably. For more information on Tely Labs, visit [www.tely.com](http://www.tely.com).