



Profiles of Technology
IN TENNESSEE

Humboldt Business Proves You Don't Have to Live in a Big City to be on the Cutting Edge of Technology

Name: The Reinhausen Group

Location:
Humboldt/Gibson County

Products/Services:
High-voltage equipment

Leadership:
Kinny McPeake, Operations
Manager

Innovative Insight: *"You can only do so much through phone and email. This really brings in a personal connection that's not there with other forms of communication."*

Importance of Broadband:
"We couldn't have videoconferencing without broadband. It's definitely the wave of the future."

Humboldt, TN – Several times a week, people from Germany to Russia to Brazil come together for a business meeting in the quaint town of Humboldt, Tennessee. How do they do it? With the help of broadband technology!

The Reinhausen Group is a manufacturer of high-voltage equipment and is headquartered in Regensburg, Germany. With 19 subsidiaries around the globe, including their location in Humboldt, the company needed a way to bring all the sites together for company meetings without the expense of air travel. Last April, with the help of Picture Phone in Rochester, New York, Reinhausen installed life-sized high-definition video conferencing systems in all 19 locations; meaning now, with the aid of high-speed Internet, the company can connect all 19 sites at the same time!

"This system works almost instantaneously," explains Operations Manager Kinny McPeake. "There is no delay whatsoever. It's like our people on the other side of the world are sitting in the room with us."

The system has a split screen, so up to four videoconferences can be going at one time. And with up to three videoconferences a week, Kinny says the system is vital to Reinhausen's continued success.

"You can only do so much through phone and email," he says. "This really brings in a personal connection that's not there with other forms of communication."

Without broadband, Kinny says there is no way Reinhausen would be unable to connect face-to-face with all 19 locations short of flying to each location. "We couldn't have videoconferencing without broadband," he says. "It's definitely the wave of the future."

About TN 95:

Citizens across the state are using technology in innovative ways to ensure that Tennessee remains the place of choice to live, work and raise a family. Connected Tennessee is profiling businesses and Tennesseans in each of the state's 95 counties to identify lessons learned on the path to successful innovation. For more information visit our Web site at www.connectedtn.org or call 615-242-9508.