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Letter of Transmittal (4.1.2)

323link appreciates the opportunity to work with educational institutions across Alabama. Please accept this letter of transmittal as we accept all the terms in the Request for Proposal.

A. The submitting organization is: 323link, Inc.
B. The obligator of the organization is Don Cottam III, CEO
C. Primary Authorized Contact: Don Cottam III, CEO, tel. 615-794-8777, fax 866-323-3269, doncottam@323link.com
D. Clarification Contact: Don Cottam III, CEO, tel. 615-794-8777, fax 866-323-3269, doncottam@323link.com
E. 323link, Inc. and I Don Cottam accept all the terms and conditions governing this contract and RFB. We accept all terms with no exceptions.
F. Signature: [Signature] Date: 2-8-22 CEO/323link, Inc.
G. I acknowledge that all of the amendments to this RFB have been received.

Please contact Don Cottam with any questions.

Thanks

Don Cottam
CEO
323link, Inc.
615-794-8777

February 10, 2022
6.5 Appendix E - Evaluation Submission Form

The purpose of this form is to provide a single summary document per submitting vendor that references required materials. This document is intended to assist the Evaluation Committee easily find specific items of information during the evaluation process and to assist participating agency personnel in locating specific vendor information after the award of the bid.

Vendor Contact Information

This will be published for participating agencies to streamline the vendor contact process. Vendors may not have all of these departments/positions/titles. Please complete this information as accurately as possible. If the information below changes, please send a revised version of this page to jpa-notification@accs.edu

Vendor Name: 323Link, Incorporated

Date: 2-10-22

Website Address: www.323link.com

<table>
<thead>
<tr>
<th>Name(s)</th>
<th>Phone Number(s)</th>
<th>E-Mail Address(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Contract Executive(s)</td>
<td>Don Cottam</td>
<td>615-794-8777</td>
</tr>
<tr>
<td>Senior Account/Sales Manager(s)</td>
<td>Don Cottam</td>
<td>615-794-8777</td>
</tr>
<tr>
<td>(by region if necessary)</td>
<td>Steven Jenkins</td>
<td>901-299-7016</td>
</tr>
<tr>
<td>Account/Sales Manager(s) (by region if necessary)</td>
<td>Michael Plumley</td>
<td>615-582-6271</td>
</tr>
<tr>
<td>Technical Support</td>
<td>Michael Plumley</td>
<td></td>
</tr>
</tbody>
</table>

BID INFORMATION INDEX

Please complete the following form to assist the Evaluation Committee in finding specific information as related to your bid response.

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<thead>
<tr>
<th>Product and Services Delivery Overview</th>
<th>Document Name</th>
<th>Page Number(s)</th>
</tr>
</thead>
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<td>Maps</td>
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<td>Tech Support</td>
<td>5</td>
</tr>
<tr>
<td>Problem Resolution</td>
<td>Support Process</td>
<td>5-6</td>
</tr>
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<td>Customer Satisfaction</td>
<td>Customer Satisfaction</td>
<td>6</td>
</tr>
<tr>
<td>Value Added Services</td>
<td>Added Services</td>
<td>6</td>
</tr>
<tr>
<td>Reporting</td>
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<td>Electronic Commerce</td>
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<tr>
<td>Breadth of Offering</td>
<td>3.25</td>
<td>8-10, 11</td>
</tr>
<tr>
<td>Primary Account Representative</td>
<td>3.26</td>
<td>11</td>
</tr>
<tr>
<td>References</td>
<td>3.27</td>
<td>11-12</td>
</tr>
<tr>
<td>Pricing Level and Guarantee</td>
<td>3.28</td>
<td>12-13</td>
</tr>
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BID SUMMARY

323link originally was started in July of 2007 with a focus on lecture capture, streaming, and recording classroom lectures and automatically delivering the content to the course pages in the LMS or as a podcast. 323link was also the 2nd reseller in the US selected by Zoom in 2013. The company has focused on video conferencing, audio-visual, and cloud solutions for the last several years with a goal to design simple systems that are easy to operate and support at about half the price of most of our Audio-Visual competitors. The key is the use of our OneTouch Software to build turnkey rooms with the same core components every time. This gives 323link an extreme advantage in both support and quick deployment of systems. We also work on large custom AV projects, but most of our customers are seeking a lower cost and more reliable solution that can be supported by any computer technician. 323links approach is unique and scalable, unlike traditional audio-visual solutions. In many bid situations, we are typically between 30-70% lower than the next bidder for room solutions.

323link has worked with several institutions across Alabama and provides solutions across the US and Canada. We have a separate division, Cloudroom AV that imports many audio-visual products and has resellers offering our solutions to schools and cooperate accounts. With our direct access to these products, our pricing is extremely aggressive to help your organization reach its goals at a much lower cost.

323link will be adding another office in either Huntsville or the Mobile area by October 31 of 2022. We are in the process of adding 3 more technical/software engineers and 4 new Sales Representatives to service this region.

We appreciate the opportunity and think you will find that our customer satisfaction level is extremely high compared to other providers. 323links retention rate of customers is around 84%. The customers we lose are typically no longer able to purchase from a contract we had in place giving them no choice but to move in another direction.
GENERAL REQUIREMENTS AND SPECIFICATIONS

3.1 Acceptance of Conditions Governing the Procurement
Response: 323link accepts all the conditions governing the procurement and attached the letter of transmittal. 323link is also ISO 9001 certified and the certificate is in the attached response. ISO Certificate number 55512469717342

3.2 Incurring Cost
Response: 323link accepts these terms

3.3 Vendor Responsibility
Response: 323link accepts these terms

3.4 Serving Sub-Contractors
Response: 323link accepts these terms

3.5 Amended Bids
Response: 323link accepts these terms

3.6 Vendors’ Rights to Withdraw Bid
Response: 323link accepts these terms

3.7 Bid Offer Firm
Response: 323link accepts these terms

3.8 Disclosure of Bid Contents
Response: 323link accepts these terms

3.9 No Obligation
Response: 323link accepts these terms

3.10 Legal Review
Response: 323link accepts these terms

3.11 Governing Law
Response: 323link accepts these terms
3.12 Basis for Bid
Response: 323link accepts these terms

3.13 Agreement Terms and Conditions
Response: 323link accepts these terms

3.14 Vendor Qualifications
Response: 323link accepts these terms

3.15 Change in Vendor Representatives
Response: 323link accepts these terms

3.16 Equipment and Services Schedule
Response: 323link accepts these terms

3.17 Benefit of Cost Reduction
Response: 323link accepts these terms

3.18 Bid Terms
Response: 323link accepts these terms

3.19 Fiscal Funding
Response: 323link accepts these terms

3.20 Insurance
Response: 323link accepts these terms. 323links’ current policy meets these requirements.

3.21 New Products
Response: 323link accepts these terms

SPECIFICATIONS

3.22 Product and Services Delivery Overview
323link is an integrator with access to all the mainstream products in the audiovisual industry as you will find in our attached pricing catalog. 323link also has many unique offerings of products we distribute to other
resellers, and we offer all the well-known platforms for collaboration as a Google/Google EDU partner, Microsoft Partner, Zoom, Signal Wire, Cisco, Poly, Panopto, and many others. We can provide both the cloud services, system design services, full installation, and long-term support for both rooms installed by 323link and rooms installed by other integrators. 323link is also a full software development company and able to provide software programming and services to integrate any platforms or help create automated workflows to solve issues between multiple platforms.

323link currently is supported by Don Cottam, the CEO and owner of 323link and CloudRoom AV who is moving to Alabama later this year to lead the operations with 2 technical support team members to work on Alabama projects. 323link also has access to 3 other installation technicians out of the Montgomery area and 15 more technical staff that can be subcontracted with our partner Field Nation. With Field Nation, we have access to over 100,000 technicians and installation engineers across the United States (www.fieldnation.com). This partnership allows us to scale to meet any workload. This also gives 323link the ability to work on projects across the United States and provide installation support for our resellers via CloudRoom AV.

323link handles all the major manufacturers of audiovisual equipment, but for many customers, we use our OneTouch software as an interface to reduce cost and build rooms that are easy to support to avoid costly support contracts. This is a completely different approach to audiovisual, but we still have all the resources to design and build out traditional rooms and classrooms.

323link retains a very high percentage of our customers based on our customer service, our new approach, reduced support cost, and consistent operations of our solutions.

323link can deliver systems and products anywhere in Alabama. Installation projects have a team leader and 1-4 technical installation team members depending on the size of the project. This can be scaled up to 10+ installation techs if required to meet a deadline for larger projects. We currently have 3 installation techs in Alabama with 1 sales representative
(Don Cottam), 1 help desk (Michael Plumley), and 1 primary project leader (Tim Hanisco). 323link also has access to our partner techs with Field Nation within 30 minutes of a request to respond quickly. All services are available anywhere in Alabama.

Here is a Map of our remote locations and team in Alabama.

**Team Locations**

HQ Franklin, TN
Tech Huntsville, AL
Tech Montgomery, AL
Cincinnati, OH
Ashville, NC
Memphis, TN
Tempe, AZ
Dallas, TX
Reston, VA
Louisville, KY

New locations 2022
Mobile or Orange Beach, AL
Atlanta, GA
Denver, CO

1-2 323link Techs
Technical Staff Location

10+ Techs per Field Nation Partnership

New location
By Oct 2022

Alabama Team
Don Cottam
Tim Hanisco
Michael Plumley
Steven Jenkins
Support Process and Escalation Procedure
323link has a full system that interconnects our ticket system with our project system, accounting system, and provides a project portal for our customers. For support, we follow an escalation procedure once a ticket or phone call is made for support. If a ticket is submitted on our website, the customer will get a response within 2-10 minutes depending on the urgency and the customer is notified a ticket has been filed and is in the system. All our systems also connect to our inventory system to keep current inventory at the proper level.

323link, Inc. Service and Support Program

The 323link system includes the first year of support with the purchase of the system. Support after the first year is a fee of 3-8% of the original purchase price based on your requirements and the level of service. To protect your investment the following items are covered under the Service and Support Program.

Software Maintenance
- Software and version upgrades
- Remote access and assistance (per customer agreement)
- Video Platform Room updates

Technical Support
- Rapid response and resolution
- Available via phone, email, ticket system, and video conference during standard business hours- We also typically respond after-hours based on our project system Glip or Teams

323link Hardware Warranty
- 12 months of hardware support (can be extended for the life of the product)
- Full coverage of parts and labor for all supplied system cables and hardware
- Replacement of hardware after the problem is isolated

24/7 Access to Premium Service and Support (optional)
- Access via phone, email, ticket system, and video conference 24/7
- Online training modules
- Network design support
- Assigned account support representative

Advanced Replacement (Optional)
- Replacement of hardware - based on escalation process
- Immediate dispatch and coordination directly or with onsite field technician
Support Process – Premier Support

1. The Customer encounters a problem with the system or hosting system.
2. The Customer goes to www.323link.com and hits the “Support” on the right side of the home page or calls the support phone number.
3. The Customer or 323link Tech files a quick trouble ticket that notifies and documents the needed help.
4. 323link sends a quick email to the Customer to confirm the ticket has been received and is in process.
5. A 323link technical staff member contacts the Customer via phone or email within 30 minutes of the ticket filing during regular business hours.
6. 323link works with the customer via phone or email to try and resolve the problem.
7. 323link determines what the problem is and if an onsite visit is required for the repair or if the repair can be handled remotely.
8. If the problem requires onsite support a technician is dispatched and will arrive on site based on the scheduled time determined by 323link and the Customer.
9. The onsite technician repairs the problem and determines its cause. The customer then signs off on the repair.
10. If the problem requires an equipment replacement, 323link process the order for new hardware and a replacement date is scheduled. The customer then signs off on the replacement/repair.

Training and first-year support are included with the purchase of our systems. Training is typically done onsite at the end of the installation and unlimited additional training over video call is also provided. In many cases, we provide additional onsite training in the first year. If the customer renews support for year 2, unlimited training is also included with our support contract renewals.

323link customer satisfaction is extremely high as the evaluation team will find out as they contact our references. 323link as a policy does not send out formal surveys but we do ask customers about the quality of our support during interactions with customers via phone, video, or email. We have an 84% customer satisfaction level based on those interactions. We find that customers do not like to be bothered with surveys and by requesting customers to fill out these surveys can be harmful to the customer experience. I am sure no one reading this likes filling out customer satisfaction surveys. We can report resolved tickets and customer satisfaction from our ticketing system if needed, but we think our references in Alabama will confirm our high quality of support and customer satisfaction.
3.23 Reporting
323link agrees to provide the quarterly reporting on each customer’s project type and total cost. 323link will also provide a small description of the project and confirm the customer is satisfied with the installation. Based on our system running on the Zoho One platform we can print out reports on any combination of values if any custom reports are required to help documentation.

323link will also provide a support ticket report for all customer requests in that quarter and if needed we can provide a list of projects planned for the next quarter. We can provide reports with any variables requested based on our system and database.

Example Report – Customer Projects

### 323link
#### Quarterly Contract Report

<table>
<thead>
<tr>
<th>Project and Organization</th>
<th>Qtr 1</th>
<th>Qtr 2</th>
<th>Qtr 3</th>
<th>Qtr 4</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project 1 Customer</td>
<td>$3,500.00</td>
<td>$147.00</td>
<td>$</td>
<td>$</td>
<td>$3,647.00</td>
</tr>
<tr>
<td>Project 2 Customer</td>
<td>$3,200.00</td>
<td>$</td>
<td>$</td>
<td>$</td>
<td>$3,200.00</td>
</tr>
<tr>
<td>Project 3 Customer</td>
<td>$1,600.00</td>
<td>$</td>
<td>$23.75</td>
<td>$</td>
<td>$1,673.75</td>
</tr>
<tr>
<td>Project 4 Customer</td>
<td>$1,200.00</td>
<td>$36.80</td>
<td>$</td>
<td>$</td>
<td>$1,236.80</td>
</tr>
<tr>
<td>Project 5 Customer</td>
<td>$1,150.00</td>
<td>$</td>
<td>$</td>
<td>$</td>
<td>$1,150.00</td>
</tr>
<tr>
<td>Project 6 Customer</td>
<td>$900.00</td>
<td>$</td>
<td>$200.00</td>
<td>$</td>
<td>$1,100.00</td>
</tr>
<tr>
<td>Project 7 Customer</td>
<td>$700.00</td>
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<td>$</td>
<td>$</td>
<td>$700.00</td>
</tr>
<tr>
<td>Project 8 Customer</td>
<td>$600.00</td>
<td>$</td>
<td>$</td>
<td>$</td>
<td>$600.00</td>
</tr>
<tr>
<td>Project 9 Customer</td>
<td>$500.00</td>
<td>$</td>
<td>$</td>
<td>$</td>
<td>$500.00</td>
</tr>
<tr>
<td>Project 10 Customer</td>
<td>$400.00</td>
<td>$323.00</td>
<td>$</td>
<td>$</td>
<td>$723.00</td>
</tr>
<tr>
<td>Project 11 Customer</td>
<td>$294.00</td>
<td>$346.80</td>
<td>$</td>
<td>$</td>
<td>$640.80</td>
</tr>
<tr>
<td>Project 12 Customer</td>
<td>$290.00</td>
<td>$</td>
<td>$</td>
<td>$</td>
<td>$290.00</td>
</tr>
<tr>
<td>Project 13 Customer</td>
<td>$300.00</td>
<td>$</td>
<td>$</td>
<td>$</td>
<td>$300.00</td>
</tr>
<tr>
<td>Project 14 Customer</td>
<td>$294.00</td>
<td>$</td>
<td>$</td>
<td>$</td>
<td>$294.00</td>
</tr>
<tr>
<td>Project 15 Customer</td>
<td>$200.00</td>
<td>$892.50</td>
<td>$</td>
<td>$</td>
<td>$1,092.50</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$15,228.00</td>
<td>$</td>
<td>$</td>
<td>$</td>
<td>$15,228.00</td>
</tr>
</tbody>
</table>

Q2 through Q4 are projected projects that have been quoted by 323link.
3.24 Electronic Commerce
323link will provide the contract catalog access on our website and will also provide a customer code to see the contract price in our online store @ https://www.323link.com/all-products

We will need to add additional contract items to our store based on the size of the offerings, but we would have everything we offer in the store within 30 days of the award. Many of the items ordered as a dropship are on the site now. Our system automatically creates the sales order and notifies the Sales Representative in that area about the order. They are instructed to follow up with the customer to make sure they are getting exactly what they intended to order and confirm the shipping instructions.

Standard purchase orders are processed in the sales order system within 24 hours. Orders can be expedited based on request.

3.25 Breadth of Offering
323link offers products in all the listed items other than Key and Access Control.

This is a list of the manufacturers represented in the proposal. The price list section provides additional information.

Shure
Polycom
Acoustic magic
Aver
APC
RTI
ClearTouch
Smart Technologies
323link Solutions
Moertek
Telycam
Wyrestorm
Samsung Commercial
JBL Sound Bars
Syber
DTen
Barco
Epiphan
Key Digital
Peerless
Dlink
Kef
Yamaha
JVC Kenwood
Luxul
Panamax
Pro Mounts
Vanco
Sony Professional
Middle Atlantic
DaLite
Proficient
Google Business
Google Education
Zoom
Signal Wire
Microsoft 365
8x8
RingCentral
TrueConf
CirQlive
AVF
Barco
Bosch Conference
Heckler Design
Kramer
Logitech
Nigel b
Yamaha
STEM Audio
Spectrum Furniture
Cannon
Draper
With this large group of manufacturers, we have the ability to customize any solution for almost any situation. 323link does focus on video conferencing, Unified Communications, streaming, and content management. We can provide everything from the furniture design and layout to the display/control systems combined with local or cloud systems. Our software team can also assist with the development of almost any type.

323link provides windows 10 or windows 11 with any of the PCs provided in our solutions based on any of the offered processors. Please see the pricing section for pricing and model numbers.

All our systems are compatible with windows. Our cloud solutions work with windows, iOS, Android, Mac OS, and most mobile devices.

Technical and Services Offered
1. AV Design
2. Network Consulting
3. Support (remote or onsite) for repair
4. Software Design
5. Control System Programming
6. Free Consulting for new projects
7. Demonstration of new Technology
8. Software Programming
9. Video Conferencing Engineering
10. Cloud Services Provisioning and Consulting
11. Cabling and Installation
12. Site Certification Services
13. Training onsite or via Video
14. Digital Signage Installation
15. Content Programming
16. Cloud Voice Services and Support
17. Google Account Sales and Support (Commercial and Education)
18. Office 365 Account Sales and Support
19. Mobile device Support 4G and 5G
20. Large Venue Audio and Video Design and Systems

3.26 Primary Account Representative
Don Cottam is the primary contact and is responsible for the performance of the agreement. Don is relocating to open a new office in Southern Alabama by October of 2022. Steven Jenkins is our Director of Business Development and will be working to establish relationships and attend conferences across the state.
Don Cottam
CEO
doncottam@323link.com
615-794-8777
5015 Rizer Point Drive
Franklin, TN 37069

Steven Jenkins
sjenkins@323link.com
901-299-7016

3.27 References

Alabama Fire College
Patrick Dunlap
Classroom Technology
205-246-6743
pdunlap@alabamafirecollege.org
2501 Phoenix Drive, Tuscaloosa, AL 35405

Athens State University
Belinda Krigel
CIO
Belinda.krigel@athens.edu
256-233-8104  
300 N Beaty Street, Athens, AL 35611

Anniston Fire Department/ Regional Training Center  
Johnnie Phelps  
Video Conferencing Classroom Support  
iphelps@annistonal.gov  
256-342-2246  
5400 McClellan Blvd, Anniston, AL 36206

Chelsea Fire Department  
William Ricketts  
Captain  
ricketts@cityofchelsea.com  
334-651-5903  
160 Chesser Dr., Chelsea, AL 35043

Tennessee State University  
John Ricketts  
Technology TSU AG  
jricket1@tnstate.edu  
615-630-0526  
3500 John A Merritt Blvd, Nashville, TN 37219

Middle Tennessee Electric (largest electrical coop in the US)  
Ethan Edwards  
IT – Video Conferencing/Project Manager  
Ethan.edwards@mtemc.com  
615-494-1095  
555 New Salem Hwy, Murfreesboro, TN 37129

3.28 Pricing Lever and Guarantee  
323link is offering a 5% discount on all categories in the catalog. This is a discount from the list/publish price that is listed in the pricing catalog. Hardware items will be discounted at 5% and cloud services at the 5% level from the
baseline/published price. The 5% discount is based on the fact that shipping is included in the pricing.

As the project size gets larger 323link will offer additional discounts to the end-user below the catalog price to help that organization to meet budget constraints to provide the best possible solution. The additional discounts could be between 2 to 10 percent.

323link also offers additional discounts for early payment or down payments to start a project as an option with an additional 2% discount.

3.29 Oral Presentation
Response: 323link accepts these terms

3.30 Equipment and Services Schedule
All equipment items are received within 2 to 3 weeks of the order. Installations are scheduled based on the customer’s needs and requests. Typically, the installation starts 3-6 weeks from the time of the order. With current supply chain issues in 2022, it is difficult to predict our manufacturer’s supply, but our operations team does track inventory with our most used manufacturers that will openly provide us that information.

323link can provide a full list of the catalog with lead times at the time of the award. We could also post this online for ACCS JPA users.

3.32 Title Passage
Response: 323link accepts these terms

3.33 Quantity Guarantee
Response: 323link accepts these terms

3.34 Order of Precedence
Response: 323link accepts these terms

3.34 Payment Provisions
Response: 323link accepts these terms
3.36 Shipment and Risk of Loss
Response: 323link accepts these terms

3.37 Warranties
323link provides a standard warranty for drop shipped products but includes the first year of support and hardware coverage for installation-based projects.
Response: 323link accepts these terms

3.38 Price Guarantees
Response: 323link accepts these terms

3.39 Technical Support
Response: 323link accepts these terms

3.40 Product Delivery
Response: 323link accepts these terms

3.41 Impracticality of Performance
Response: 323link accepts these terms

3.42 Records and Audit
Response: 323link accepts these terms

3.43 Use of Subcontractors
Response: 323link accepts these terms

3.44 Indemnification
Response: 323link accepts these terms

3.45 Website Maintenance
Response: 323link accepts these terms

3.46 Ethics
Response: 323link accepts these terms

3.47 Replacement Parts
Response: 323link accepts these terms

3.48 FCC Certification
Response: 323link accepts these terms

3.49 Site Preparation
Response: 323link accepts these terms

3.50 Assignment
Response: 323link accepts these terms

3.51 Survival
Response: 323link accepts these terms

3.52 Lease Agreements
Response: 323link accepts these terms

3.53 Vendor Disclosure Statement
Response: 323link accepts these terms
Multi-Platform Video
With OneTouch

Standardize your rooms with the full security
and flexibility to join any video platform.

OneTouch

OneTouch is a Windows 10-based platform
that converts a computer into a Multi-Platform
hardware device, much like the codecs of the
past. The interface keeps users out of
windows and allows them to join or connect
on all of the most popular video platforms.

Calendar Integration

OneTouch fully integrates with both Office
365 and Google Calendar. The system can
be set up as a Room Resource or as a User
Account depending on the application. All of
the meetings booked for the room show up in
the main interface with the application icon.

Our simple interface allows users to connect to calls quickly and avoid the loss of time while
starting up a meeting. Simply Click the Join Button or allow the system to launch calls
automatically.

The main menu allows you to switch to a presentation,
preview and control cameras, reset the room, and get in
to the full settings to customize the system interface
and security level.

1550 W McEwen Dr.
Suite 300
Franklin, TN 37069
Phone: 866-323-3269
E-mail sales@323link.com

323link, Inc.
The Flexibility to Join Any Meeting

Microsoft Teams is fully supported by OneTouch but doesn't limit you to how you can connect to others. With OneTouch you can have a Teams meeting and then attend meetings on Webex, RingCentral, Zoom, GoToMeeting, and record via OBS. Stream to YouTube, Facebook, and other streaming services.

Wireless or Wired Presentations

OneTouch has a full camera controller for most USB based cameras and allows you to preview cameras before you start your call. The systems Reset Button allows you to clear everything open on the system for a fresh start for the next meeting. Presentations are made easy with a single icon to display the local capture card HDMI input or use AirServer for wireless content sharing allowing up to 4 people to push content to the active screen. The system also includes a browser tab to connect to your favorite browser. The software provides users the exact tools they need for meetings but protects the Windows 10 system from any interference from users in the room.

1550 W McEwen Dr.
Suite 300
Franklin, TN 37069

Phone: 866-323-3269
E-mail sales@323link.com

323link, Inc.