



Shawn Schmidt
President

Digital Planet Communications Launches Program to Help Local Businesses Go “Green”

Latest Advancements in Technology Enables Companies to Reduce Their Carbon Footprint While Enhancing Employee Productivity

St. Paul, MN — April 29, 2011 — Digital Planet Communications, Inc., an industry leader in unified communications, announced today that the company is launching a program to help businesses in their efforts to go “green”. The latest advancements in communications technology have enabled companies to dramatically reduce their carbon footprint, while at the same time enhance employee productivity and increase operational efficiency. Digital Planet Communications has made a strategic business decision to highlight the types of technology that impact the environment and the community in a positive manner. The objective is to bring awareness to technology that supports business processes resulting in an organization’s pursuit to become environmentally friendly.

“Lowering an organization’s carbon footprint not only makes sense for the environment, but it also makes perfect business

sense,” said Shawn Schmidt, President of Digital Planet Communications, Inc.. “The world has a fixed amount of natural resources - some of which are already depleted. So as population growth greatly strains our finite resources, there are fewer available. By making the right “green” decisions companies have the ability to reduce cost, retain and hire better people, and save time. As a company we are passionate about technology and the huge difference it can make, not only on our environment but also in our lives as well. “Green” technologies are proven to work and are being used by companies around the world. Unfortunately, most small to mid-sized businesses are not familiar with it and don’t even realize how to proceed. It is our job to show them the way.”

Digital Planet Communications, Inc. has been helping companies go “green” for quite some time through a host of technologies. For example, Voice over Internet Protocol (VoIP) plays a critical role in giving businesses the ability to deploy a remote workforce. Unlike regular phone service, VoIP

conversations are transformed into digital information and sent over a broadband data network. VoIP calls connect to a server where voice information is truncated into packets and sent across the Internet bypassing the long distance carrier altogether. This essentially means that VoIP callers do not use traditional phone lines and can avoid expensive long-distance charges. Most importantly, this technology enables companies to create a “virtual office” anywhere they want. Employees have access to their company’s LAN and can conduct business as if they were physically on site. “With commute times ever increasing, the cost of gas and harmful emissions, implementing a telecommuting company policy makes sound business sense,” added Mr. Schmidt.

In addition, IP video conferencing is a phenomenal technology that has recently experienced significant advancements making its adoption cost effective for small to mid-sized businesses. As the costs of both video conferencing and high speed Internet access continue to fall, video conferencing systems are being

used more extensively than ever. IP video conferencing eliminates the need for many traditional face-to-face meetings. This not only impacts energy but also reduces travel costs and employee time associated with long business trips.

Furthermore, communications manufacturers are including video monitors in office phones so on the fly meetings occur through ease of use and immediacy.

Fax machines have been around for years; however, today there is a better way of transferring critically important documents. Fax to email eliminates the need for a fax machine altogether, thus, reducing the need for physical hardware, paper, ink, and the energy utilized to run it. Email faxing is more efficient because it enables one to forward, archive, or delete the fax. Plus,

it better supports the virtual office environment.

“As consumers become more environmentally conscious and energy costs continue to rise, businesses are rapidly adopting environmentally friendly business practices,” commented Mr. Schmidt.

“Many business owners fear it’s too costly to adopt eco-friendly practices; however, small investments can reap large gains. Green practices can save money, while creating happier customers and a healthier community. Communications technology is an area where everybody wins and we’re excited about educating our customers on this topic.”

ABOUT DIGITAL PLANET COMMUNICATIONS, INC.

In 1992, St. Paul, Minnesota became home to Digital Planet Communications, Inc. Since

then the company has been working with small to medium sized businesses to develop Comprehensive Business Communications Solutions on a local and national level. Digital Planet Communications breadth of skills and resources enables its highly skilled team of professionals to deliver a “Total Care” solution for any organization’s communication needs. Unlike other companies in the industry, Digital Planet is able to provide multiple options for network services and leading equipment solutions. With technical expertise and unmatched quality of service, Digital Planet Communications has quickly become a leader in the rapidly changing unified communications industry. For more information on Digital Planet Communications, call 651-233-5800 or visit www.dpcinc.com.