



ACREFI LEVERAGES LOGITECH GROUP TO BROADCAST LIVE AUDITORIUM-BASED EVENTS TO BRAZIL'S FINANCIAL COMMUNITY

Acrefi is a non-profit association that hosts frequent events and lectures for its members in Brazil's financial sector. Acrefi has substantially expanded its reach and influence while reducing travel costs for its members by deploying Logitech video collaboration technology. With crystal-clear audio and razor-sharp video, Acrefi uses Logitech GROUP and Zoom video conferencing software to broadcast their auditorium-based events and lectures to members regardless of their physical location.



INDUSTRY

Finance

LOCATION

São Paulo, Brazil

WEBSITE

www.acrefi.org.br/

PRODUCTS USED

Logitech GROUP



CHALLENGE

As a producer of auditorium-based conferences for Brazil's financial sector, Acrefi wanted a high-quality, affordable VC solution to expand its reach and influence. Crystal-clear audio was as important as razor-sharp video and seamless integration with their choice of video conferencing software.

SOLUTION

Acrefi selected Logitech GROUP to fulfill its video conferencing goals. Multiple camera presets make it easy to frame and focus the lens on frequently used views and optional expansion mics expand the conversation area to 28' from the speakerphone. Plus, integration with Zoom is seamless and simple.

RESULT

With Logitech GROUP, Acrefi fulfilled its video conferencing objectives and substantially expanded its reach and influence while reducing travel costs for its membership. Internal and committee meetings have also realized increased productivity while simplifying the lives of participants far and wide.

“Logitech GROUP has enabled Acrefi to expand the reach of our conferences and events by delivering a high-definition audio and video experience to remote associates with complete clarity and precision, including interaction with event moderators from anywhere in the country. In addition, the integrated Logitech GROUP and Zoom cloud solution enables instant and immediate collaboration between Acrefi and our associates and collaborators from anywhere and at any time, regardless of device.”

ANTONIO AUGUSTO DE ALMEIDA LEITE
Executive Director