TANDBERG is now part of Cisco

Welcome to the Future
TelePresence for Everyone, Everywhere

High-Definition Video to the Desktop

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InfoNet Day
Information & Networking
2010

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Agenda

- Why Telepresence ?

- Different Flavours of Telepresence Endpoints

- Telepresence on the Desktop
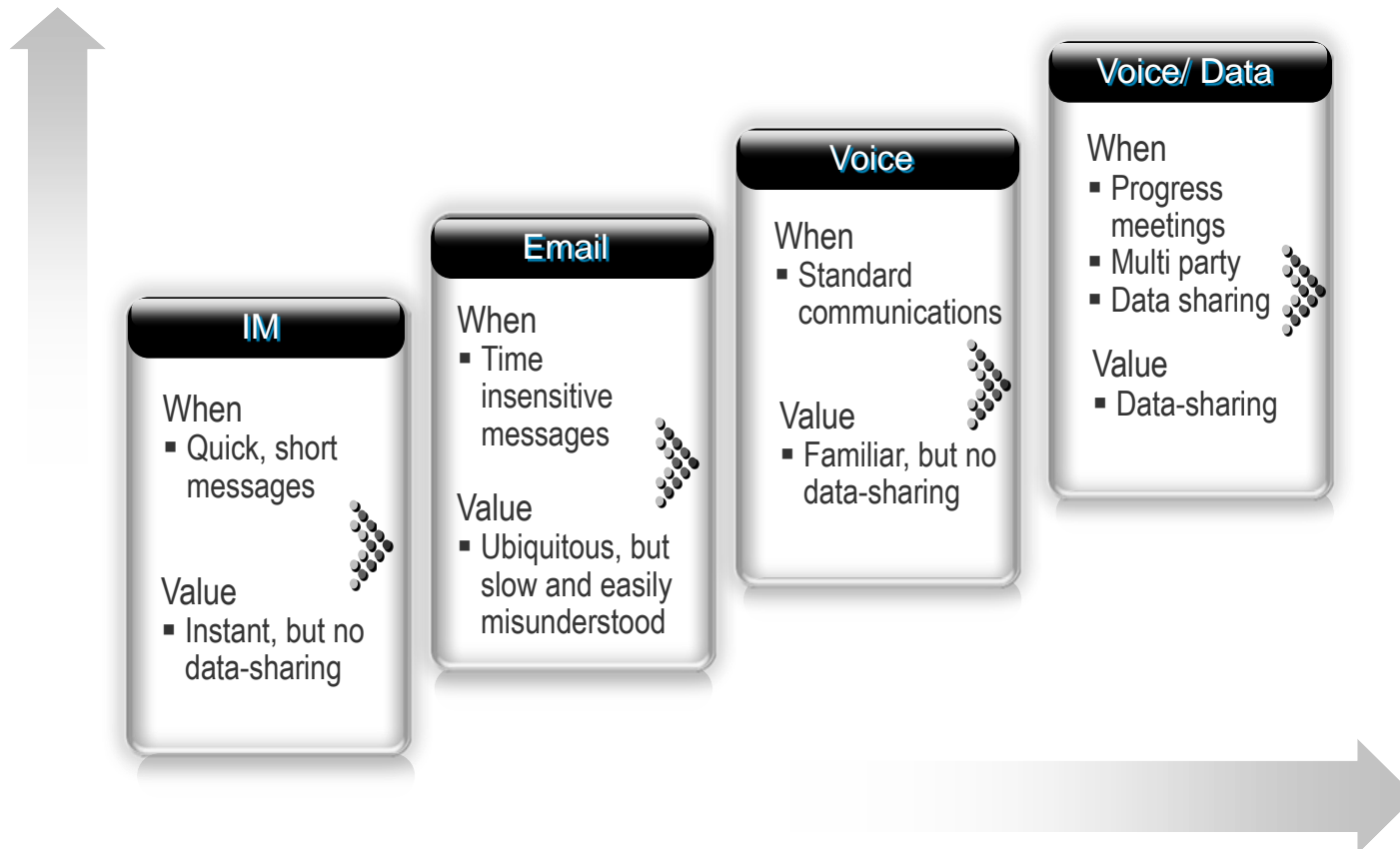
- Video-Infrastructure: What's in there…
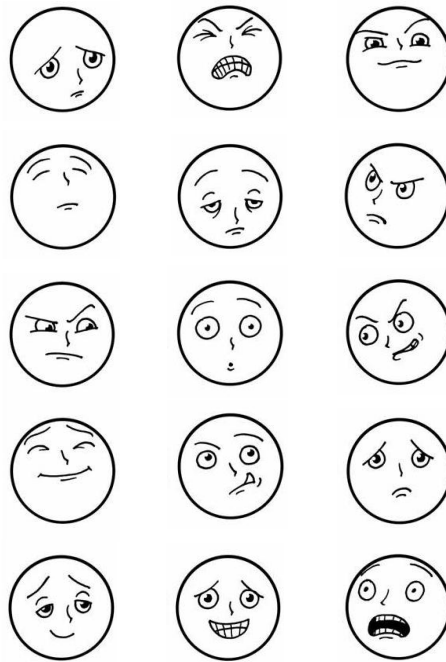
Why Telepresence ?

- Collaboration in the past
  - eMail, IM, Voice,…

- Audio vs. Video
  - What are you missing?

- Collaboration today
  - Video is the new voice
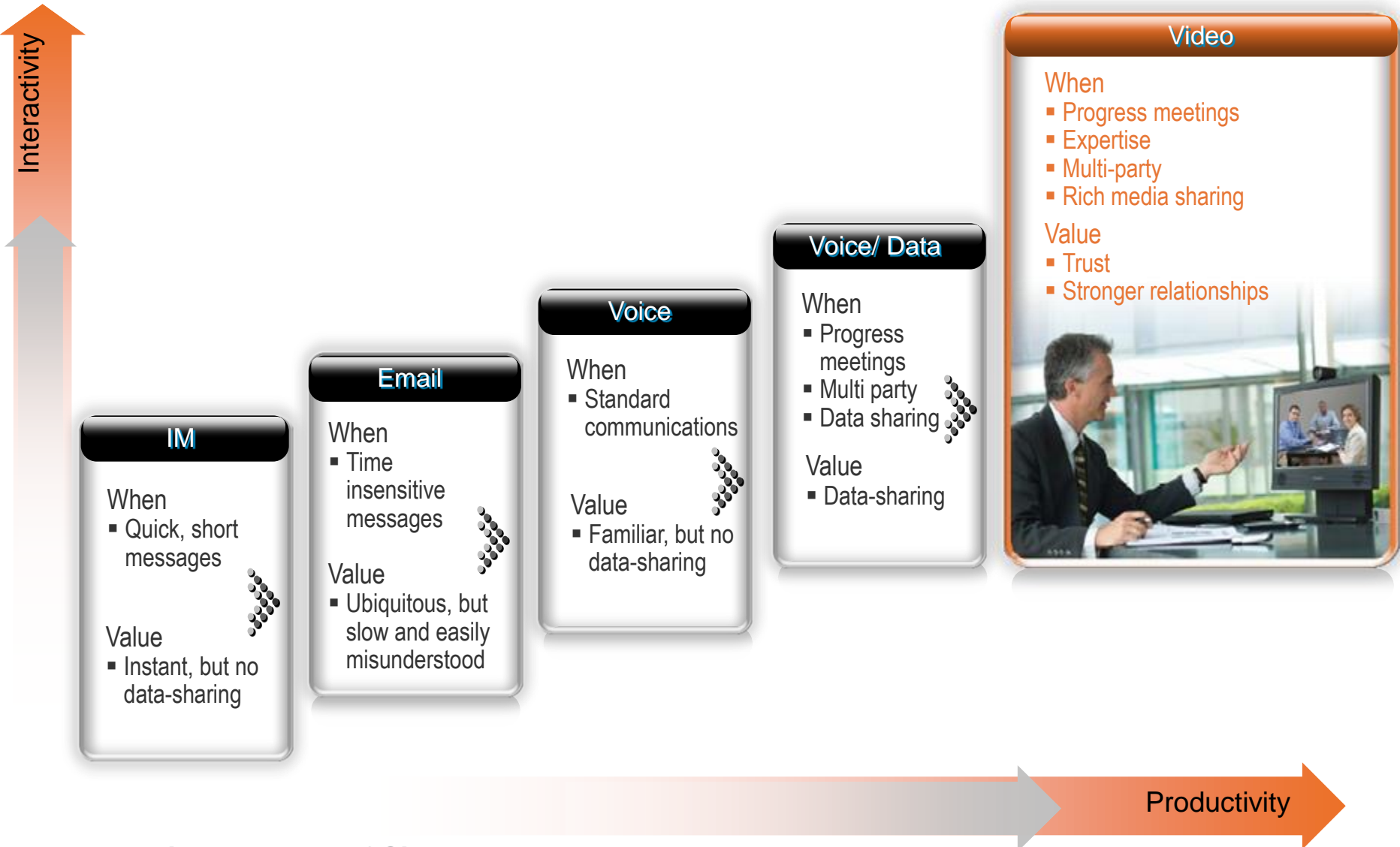
How do you collaborate today?

IM

When
- Quick, short messages

Value
- Instant, but no data-sharing

Email

When
- Time insensitive messages

Value
- Ubiquitous, but slow and easily misunderstood

Voice

When
- Standard communications

Value
- Familiar, but no data-sharing

Voice/ Data

When
- Progress meetings
- Multi party
- Data sharing

Value
- Data-sharing

With voice-only you are missing 100% of the unspoken communication

7% words
38% tone of voice
55% body language

Collaboration is key to make decisions faster

Interactivity ↑

IM

When
- Quick, short messages

Value
- Instant, but no data-sharing

Email

When
- Time insensitive messages

Value
- Ubiquitous, but slow and easily misunderstood

Voice

When
- Standard communications

Value
- Familiar, but no data-sharing

Voice/ Data

When
- Progress meetings
- Multi party
- Data sharing

Value
- Data-sharing

Video

When
- Progress meetings
- Expertise
- Multi-party
- Rich media sharing

Value
- Trust
- Stronger relationships

Productivity →

If everyone knew what video could do, everyone would want it –
It is the **New** Way of Working

Value of a Successful Implementation of Visual Communication

Make you faster and more efficient
Save cost
Be green

Reduce Carbon Emission
Enrich Employee Work/Life Balance
Enhance Teleworking Capability
Improve Partner Performance
Reduce Crisis Management Response Time
Shorten Mergers and Acquisitions Cycle
Improve Problem Resolution
Accelerate Your Sales Cycle
Shorten Time to Market
Improve Access to Remote Experts
Reduce Travel Costs

—— Investment

—— Value

Tele Presence is the key to successful collaboration; the new way of working puts people at the center …

enabling you to do more with less
gain competitive advantage
transform the business and be greener

Different Flavours of Telepresence EPs

- Immersive

- Room Systems

- Desk

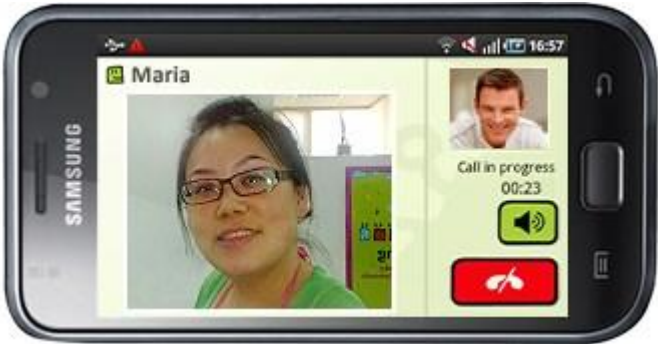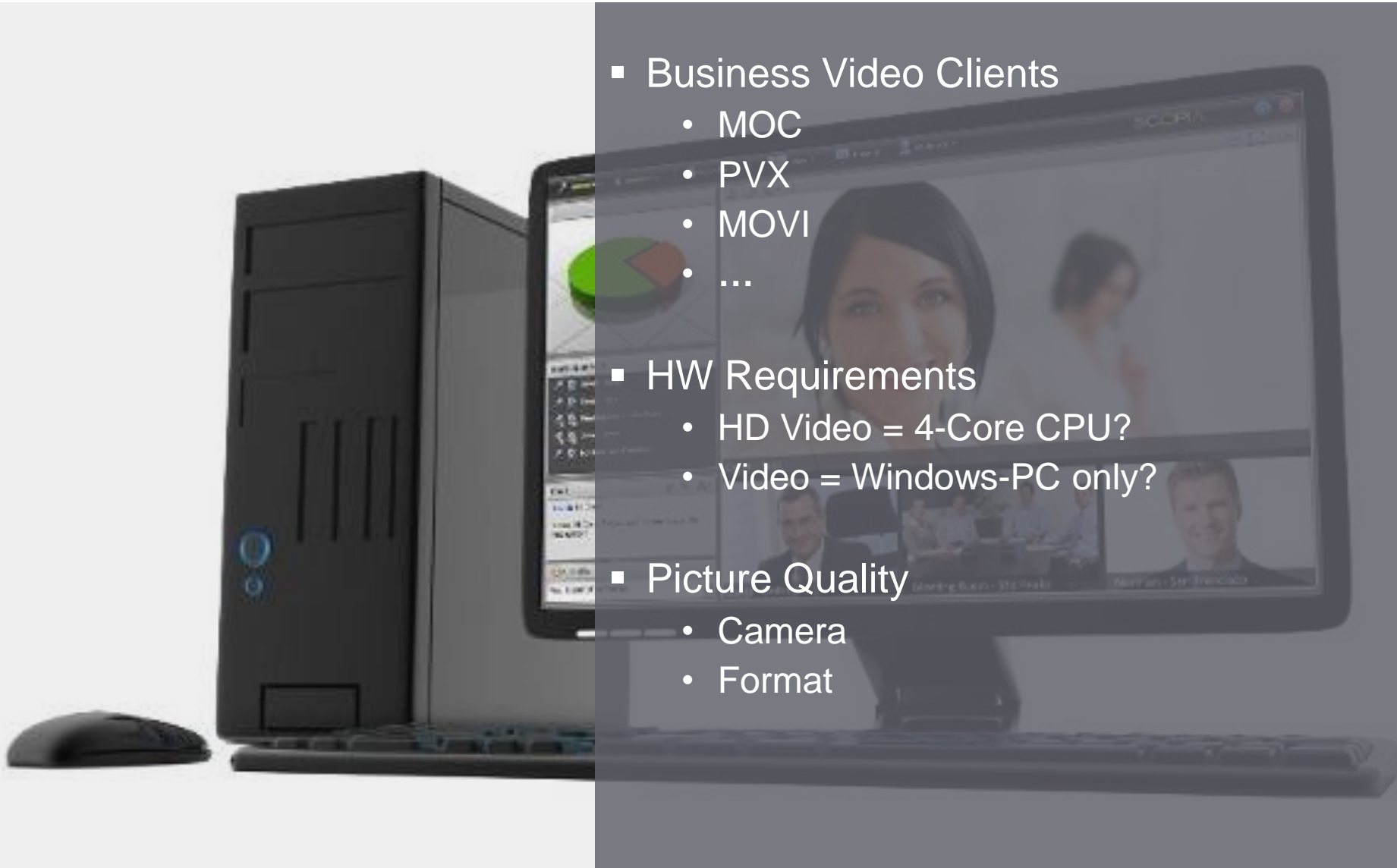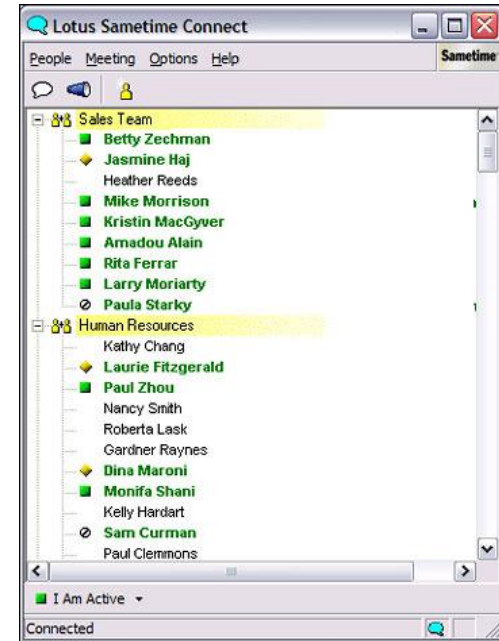- On the road

- Mobile

Immersive
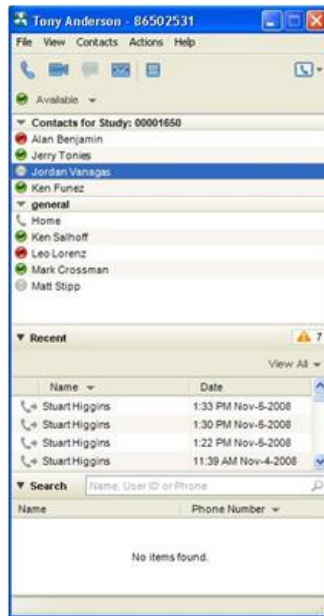
Room Systems

Desk

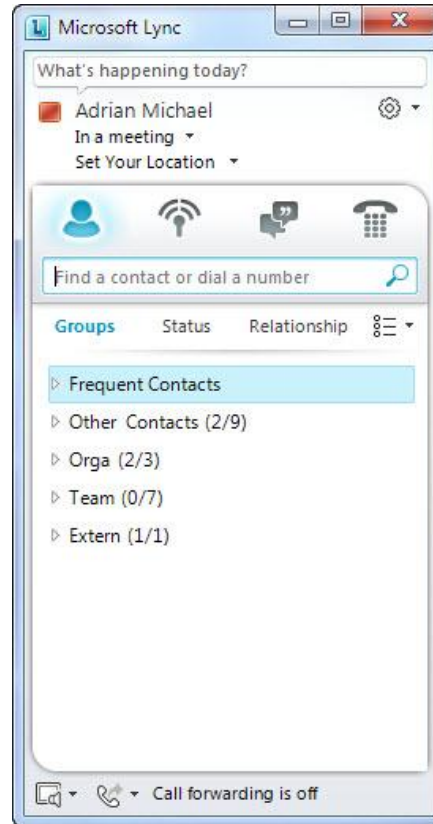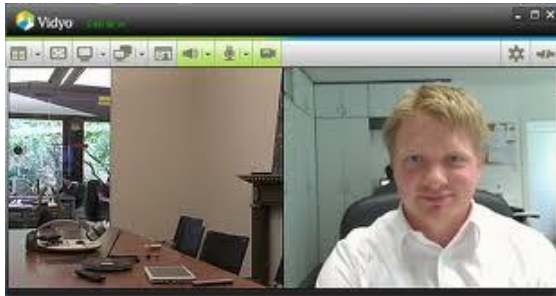# On the Road

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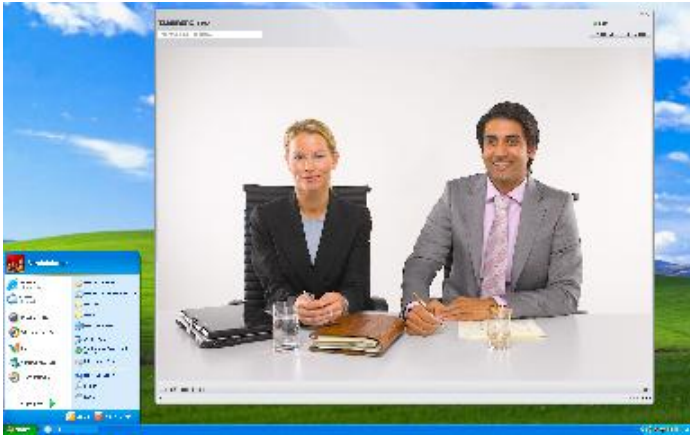
Mobile

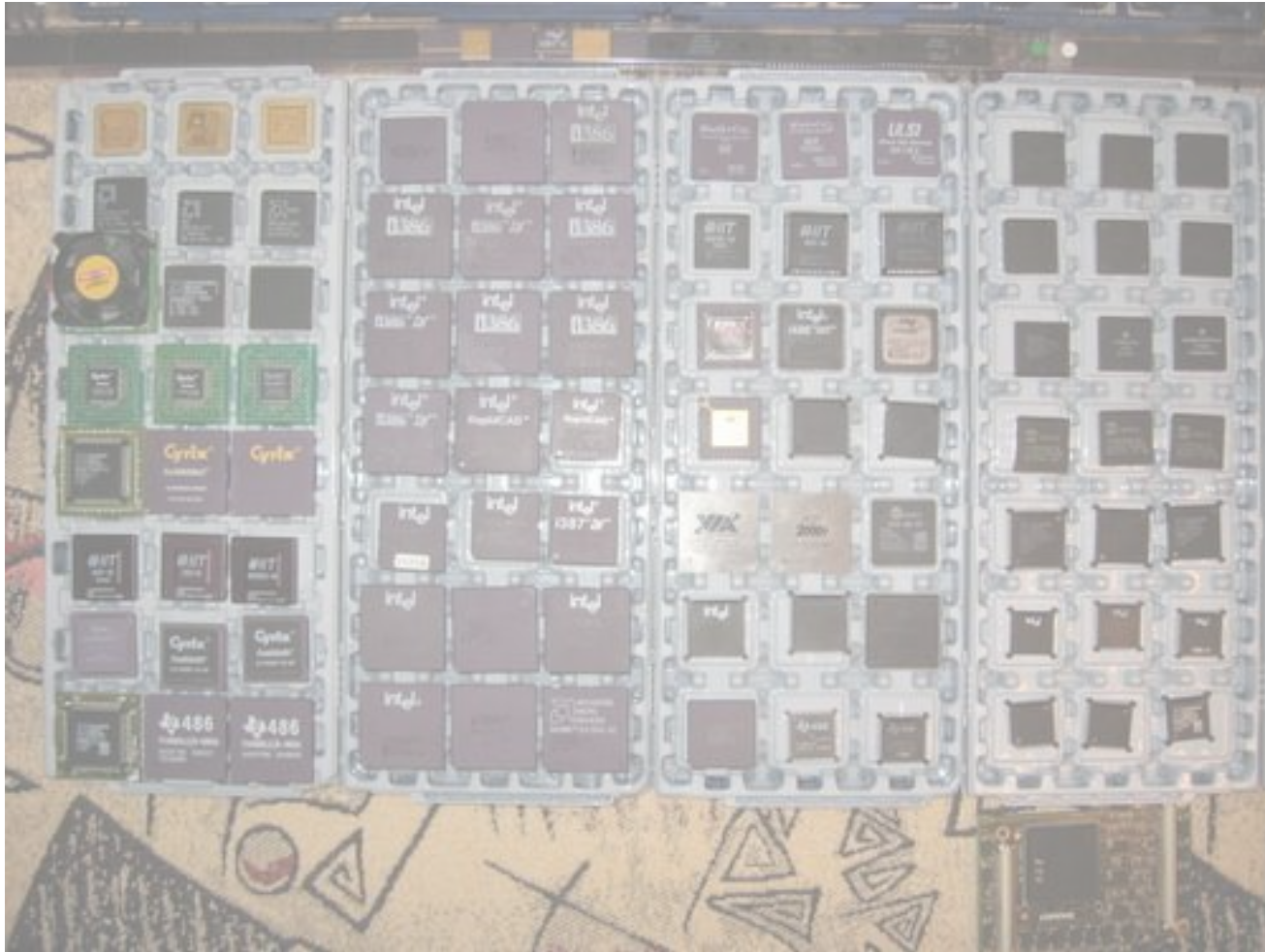# Telepresence on the Desktop

- Business Video Clients
  - MOC
  - PVX
  - MOVI
  - ...

- HW Requirements
  - HD Video = 4-Core CPU?
  - Video = Windows-PC only?

- Picture Quality
  - Camera
  - Format

Business Video Clients

HD-Video = 4-Core CPU ?

Cisco Video Codec; 2-Core is enough!

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Video = Windows PC only?
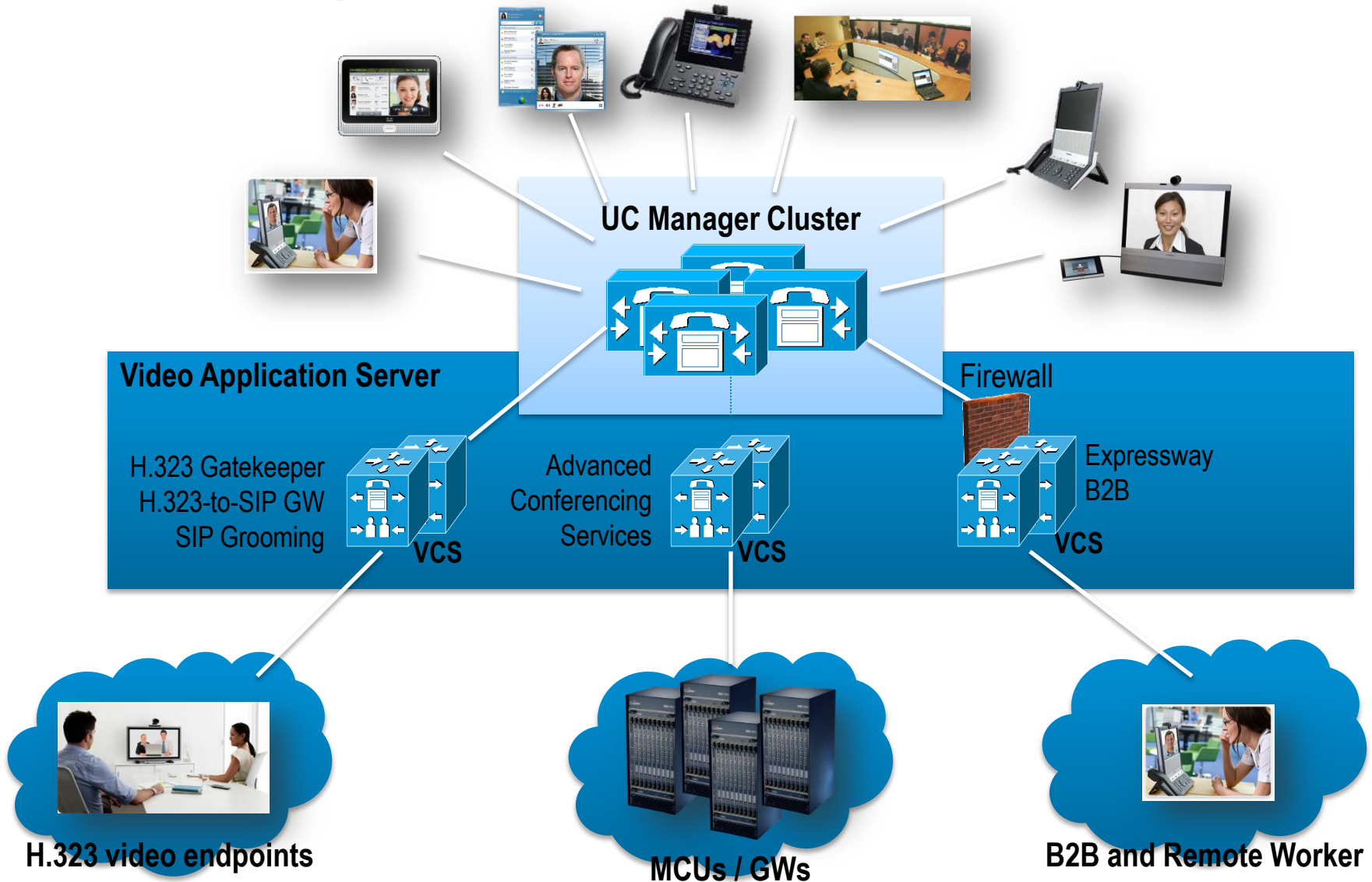
Picture Quality

Movi 4.0 Demo

Video-Infrastructure: What's in there…

- **Server requirements**
  - MCUs /GWs
  - Bandwidth Control

- **Interoperability**
  - Standard based
  - Microsoft

- **RTA/V to H.264 GW**
  - Cisco/TANDBERG AMG

Server requirements

UC Manager Cluster

Video Application Server

H.323 Gatekeeper
H.323-to-SIP GW
SIP Grooming

VCS

Advanced
Conferencing
Services

VCS

Firewall

Expressway
B2B

VCS

H.323 video endpoints

MCUs / GWs

B2B and Remote Worker

Interoperability

Individual Registration Solution with Microsoft

Cisco/TANDBERG Solution

Lync Clients w/PHD USB Cameras

T3

T1

MXP

MCU

Movi

TMS

VCS Control

Microsoft®

CIF
352x288
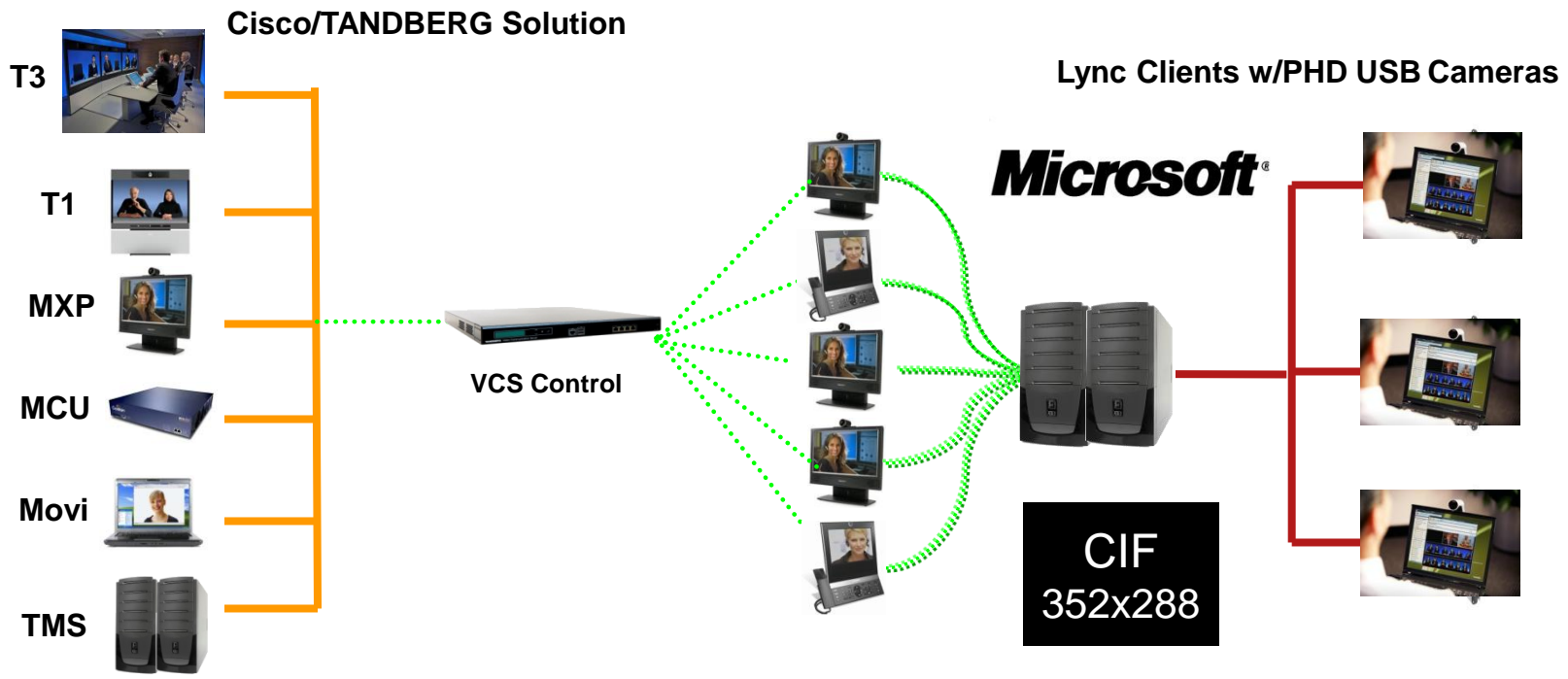
Interoperability

Network Centric Solution with Microsoft

Prior to the TANDBERG Advanced Media Gateway

T3

T1

MXP

MCU

Movi

TMS

TMS

**Cisco/TANDBERG
Solution or standards
compliant solution**

Lync Clients w/PHD USB Cameras

CIF
352x288

VCS Control Cluster
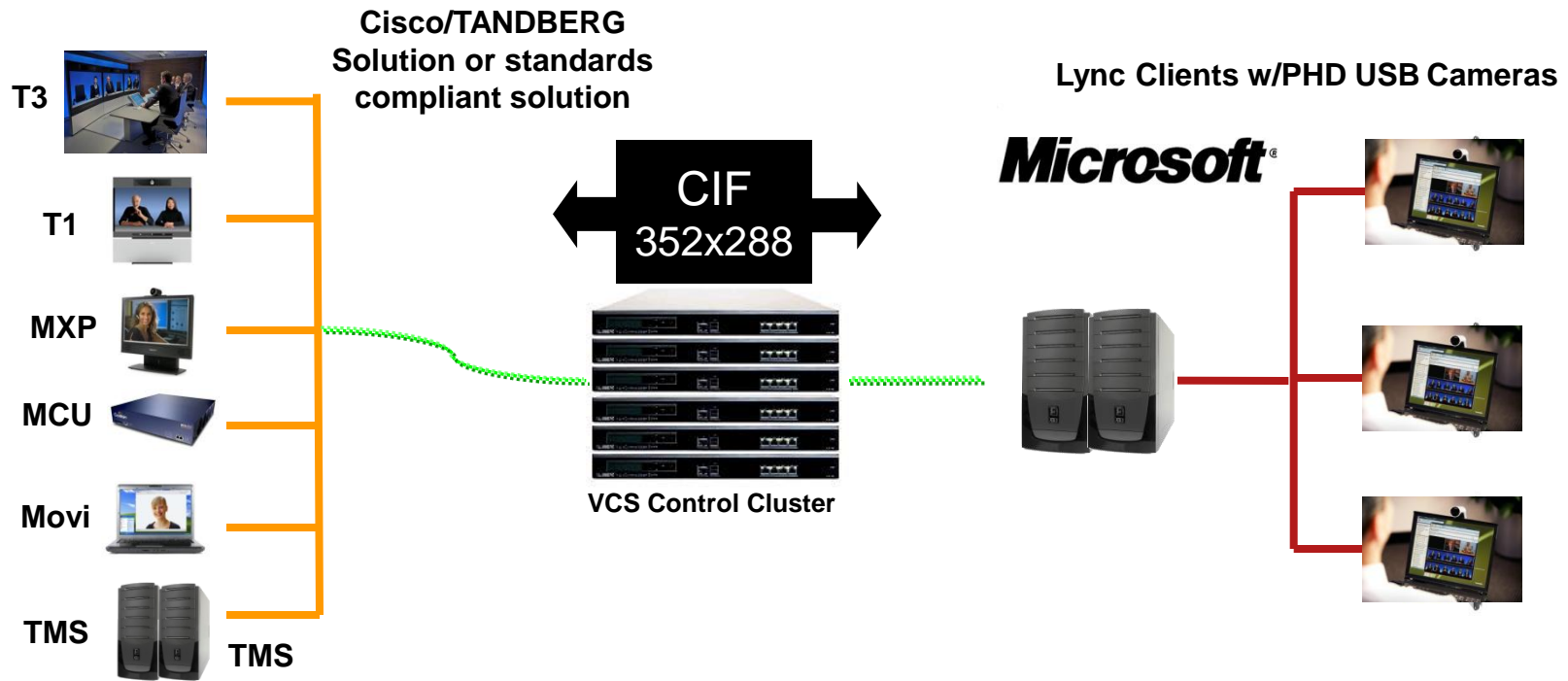
Microsoft®

RTA/V to H.264 GW

Cisco/Tandberg UC Solution for Microsoft

T3

MXP

T1

MCU

Movi

TMS

Cisco/TANDBERG Solution

TMS

HD
1280x720

Advanced Media GW

VCS Control Cluster

HD connectivity between Microsoft and the TANDBERG Total Solution

Lync Clients w/PHD USB Cameras

Microsoft®
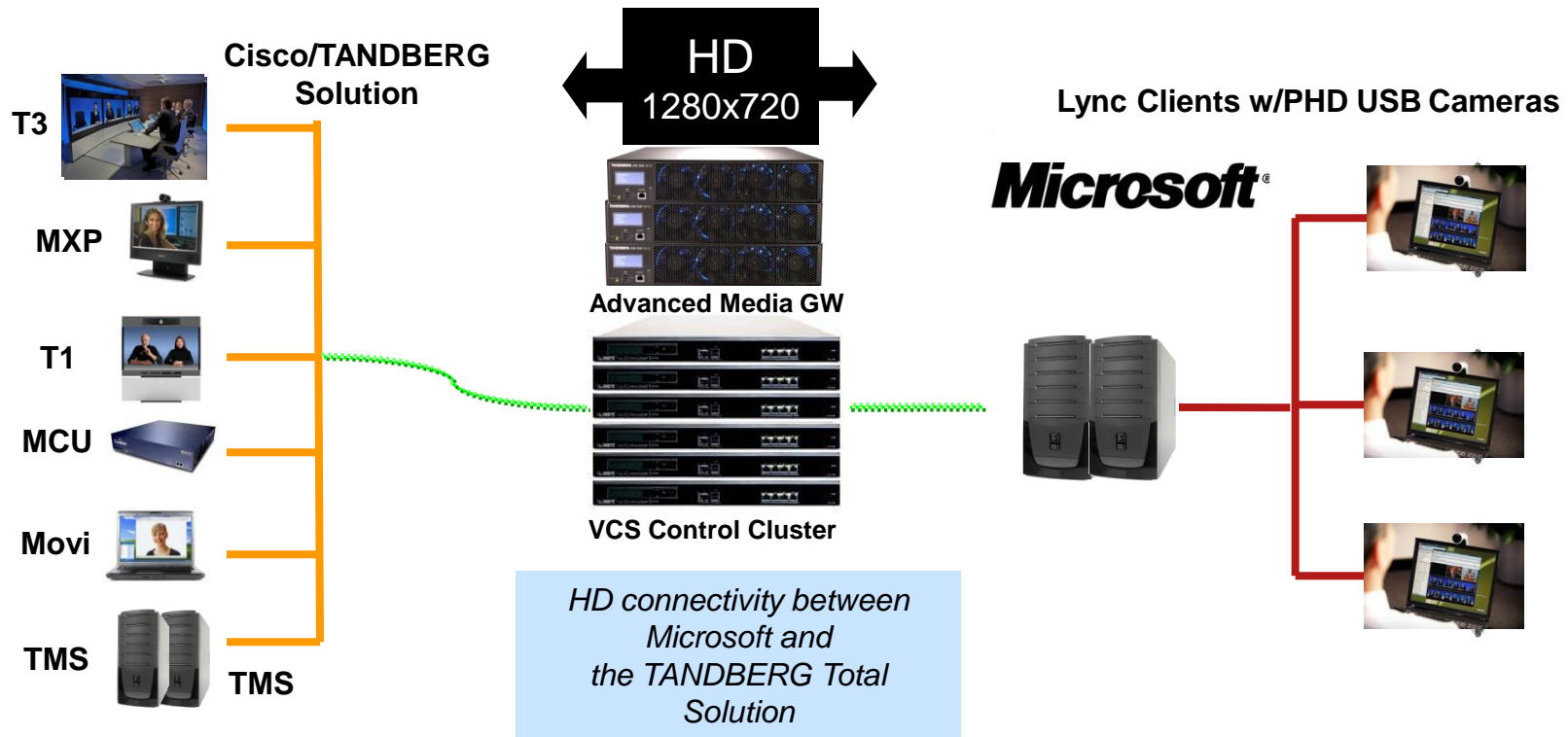
RTA/V to H.264 GW

Competitive Rescue

Any Standards Compliant Solution

HD
1280x720

Lync Clients w/PHD USB Cameras

POLYCOM®

LifeSize®
A division of Logitech

Advanced Media GW

VCS Control Cluster

Microsoft®

HD connectivity between Microsoft and standards compliant video