

## Cisco TelePresence Solutions



To excel in today's economy you have to collaborate with colleagues, partners, and customers around the globe at a moment's notice. You must continuously innovate—and focus on productivity—and you must be able to respond rapidly to concerns that affect business continuity.

At the same time, you need to conduct your business to enhance the quality of your relationships. To build and maintain these critical relationships, you often must engage face to face, creating cost and productivity challenges—not to mention time spent away from home and family.

Although most communications are nonverbal, many existing tools cannot give you the level of clarity and interaction that you get face to face. In addition, many are neither simple-to-use nor reliable when it matters most.

How do you turn this challenge into an opportunity?

### **The Cisco TelePresence Experience: You. Reinvented.**

Cisco TelePresence™ solutions create live, “face-to-face” experiences over the network—empowering you to collaborate like never before. These solutions integrate advanced technology and interactive elements with the power of the network to deliver an immersive in-person virtual experience.

With a range of applications including meetings, high-definition (HD) broadcasting and recording, intimate customer experiences, digital signage, full-reach web conferencing with Cisco WebEx™ conferencing, and any-to-any interoperability with virtually all standard-definition (SD) and high-definition video conferencing, Cisco TelePresence solutions take interaction and collaboration to a new level. Because it feels like participants are in the same room, interactions are just as natural and effective as in person. These solutions simplify and accelerate information sharing, and allow you to scale yourself, your teams, and your business in new ways.

### **Transform Your Organization with the Cisco TelePresence Experiences**

Cisco TelePresence solutions can change how people collaborate and transform business models and processes, empowering teams to connect to their co-workers, partners, and customers instantly. Imagine cost-effectively providing the right instant expertise to customers or suppliers, or broadcasting HD content at the touch of a button to employees or trainees—without ever leaving your office.

Cisco TelePresence solutions let you improve productivity and responsiveness by focusing on more collaboration with the right resource at the right time. These solutions speed time to market, facilitate faster decision making, and

build customer intimacy. They offer the opportunities for better business continuity, and can help your organization become more “green”. At the same time, you can improve your employees’ quality of life by giving them back valuable time and, more importantly, control over their time.

### **Effective and Efficient In-Person Collaboration**

Critical to the Cisco TelePresence experience are several important principles: quality that is as good as being there; compelling and innovative collaboration solutions; extraordinary simplicity; and an architecture that provides security, reliability, and a low total cost of ownership (TCO).

To deliver immersive “in-person” experiences, the Cisco TelePresence portfolio incorporates high-quality spatial audio and life-like video at low latency in a specially tuned environment, allowing you to communicate in real time while catching every comment and every nuance of the conversation. You can now collaborate, not compromise.

Simple to use, Cisco TelePresence solutions take advantage of the enterprise groupware and unified communications tools you use every day, so scheduling a meeting is as simple as booking a meeting in a conference room. Whether you are collaborating with one or many sites, the simple and intuitive user interface eliminates operational overhead and costs so your organization can focus on opportunities—not the technology.

The Cisco TelePresence infrastructure uses an intelligent network architecture, with innovative services and integrated security—and industry-leading reliability to connect internally and with external people, organizations, or even public Cisco TelePresence suite locations. You can deploy and scale the solutions quickly, in many different locations with a low TCO, for immediate productivity gains. Your organization can depend on Cisco TelePresence solutions for in-person experiences with the quality, simplicity, and reliability of a telephone call.

### **Cisco TelePresence Solutions for Everyone, Every Day**

Cisco TelePresence solutions integrate room endpoints, management software, multipoint switching, collaboration tools, intercompany connectivity, and lifecycle services along with tight integration to a suite of other business video and collaboration technologies for compelling end-user applications.

Cisco TelePresence solutions encompass a portfolio of endpoints for any room size and any application. The Cisco TelePresence System 500 is optimized for 1 or 2 users in a private office, supporting remote one-on-one meetings and large, multipoint Cisco TelePresence calls. The Cisco TelePresence System 1000 is designed for up to 2 people in a small conference room. The Cisco TelePresence System 1100 is a single-screen, single-camera system designed for up to 2 people in a small multipurpose room. The Cisco TelePresence System 1300 Series (Figure 1) is a single-screen, three-camera endpoint built to support 6 people in a general-purpose room. The Cisco TelePresence System 3000 supports 6 people per dedicated room for group meetings and team interactions, and the Cisco TelePresence System 3200 supports large meetings with 18 participants per room.

**Figure 1.** Cisco TelePresence System 1300 Series



Cisco TelePresence solutions use enterprise groupware such as Microsoft Exchange and Lotus Notes to enable scheduling from your calendar. You can simply push a single button on the in-room IP phone to launch calls. Cisco TelePresence Manager provides simple, effective support tools and generates comprehensive reports for building TCO and return-on-investment (ROI) analysis.

Comprehensive security for Cisco TelePresence conferencing is provided through media and signaling encryption for point-to-point and multipoint calls, on top of existing network security. Built-in encryption maintains the immersive meeting experience without adding latency.

With one person or many, the Cisco TelePresence Multipoint Switch can scale to meet your needs, with support for up to 48 locations in a single meeting with the same ease of scheduling and call launch. Innovative Cisco voice-activated switching displays active speakers by site or by individual segment (per screen) while the meeting experience and system performance are maintained regardless of the size of the meeting.

To create a holistic collaboration experience, Cisco offers interoperability and interworking with standard- and high-definition video conferencing, Cisco WebEx meeting applications, and other forms of video and collaboration applications. That is why Cisco TelePresence technology is built on open standards such as H.323. Now you can incorporate existing investments while realizing and scaling Cisco TelePresence benefits and experiences, creating a truly “any-to-any” collaboration environment.

Cisco TelePresence Auto Collaborate makes in-meeting information sharing easy among participants in all rooms by simply plugging in a laptop computer or a high-definition document camera (Figure 2.)

**Figure 2.** Auto-Collaboration Tool: Document Camera



Integration with unified communications enables easy call launch and telephony features such as hold, mute, and conference as well as applications such as Cisco® Unified Contact Center. Cisco TelePresence Expert on Demand combines any Cisco TelePresence endpoint with Cisco Unified Contact Center, offering a powerful contact center application so organizations can scale employees' expertise to provide instant in-person customer service.

Taking Cisco TelePresence experiences beyond meetings, Cisco TelePresence Recording Studio cost-effectively transforms meeting rooms into high-definition recording studios. Using an intuitive user interface on the existing Cisco TelePresence IP Phone, you can create and distribute high-quality video to deliver rich, immersive messages for internal and external communications, training, or other types of immediate messages where instant, highly compelling content is required. Viewing and distributing video content is just as easy; you can replay recordings on Cisco TelePresence endpoints or on standard browser-based players. For single-screen systems, you can also deliver digital media content such as digital signage or enterprise TV through the Cisco Digital Media Suite.

You can deploy the Cisco TelePresence system in your enterprise at 720p or 1080p resolutions, each of which can be optimized for one of three quality levels, depending on use case, with bandwidth ranges of 2 to 5 Mbps per screen. These quality levels help ensure an optimized Cisco TelePresence experience and are fully supported with install and operate services.

Additionally, with Cisco TelePresence Extended Reach, you can now get a Cisco TelePresence experience at 720p resolutions at lower bandwidths or alternate access connections. Cisco TelePresence Extended Reach provides 30-fps and low-latency performance—critical to providing an immersive experience—with minimal effect on picture quality. The Cisco Extended Reach offer is available for typical branch-office, retail, or teleworker applications where wide-area connections may be as low as 1.544- to 2.048-Mbps (T1/E1) speeds at 720p picture resolution. Broadband services including business-class cable and fiber-optic service (FiOS) are supported to give customers flexibility to use Cisco TelePresence solutions across a variety of new connections.

To ensure the highest-quality experience for users, Cisco provides full certification for all Cisco TelePresence rooms, including acoustics, lighting, wall color, and network design. Cisco design and certification means the same high-quality experience for your meeting every time, anywhere.

### **Enabling Accelerated Ecosystem Collaboration with Intercompany Services**

As the leading provider of IP networks globally, Cisco is uniquely qualified to deliver secure, intercompany Cisco TelePresence connectivity over your existing enterprise and service provider IP networks. Intercompany Cisco TelePresence solutions enable integrated scheduling support, dynamic security policy, and scalable multipoint

intercompany services, allowing you to effortlessly and securely communicate with your colleagues, customers, and partners in other Cisco TelePresence locations, including public Cisco TelePresence suites globally.

### Delivering the Experience with Services and Support

Cisco and our partners provide a broad portfolio of intelligent, personalized services and support that can help you realize the full value of your Cisco TelePresence investment by increasing business agility and network availability. This portfolio of services accelerates business innovation through a network-based collaboration platform that enables businesses to collaborate anywhere, any time. For more information about these services, visit: <http://www.cisco.com/go/telepresenceservices>.

### Innovative Financing Makes It Easy

To help companies implement Cisco TelePresence solutions without a major capital investment, Cisco CapitalSM offers a variety of financing programs. Innovative, customized financing can help your company maximize cash flow, preserve capital budgets, gain tax advantages, reduce risk of obsolescence, and retain the flexibility to easily upgrade technologies as your needs evolve. You can bundle Cisco TelePresence solutions—including all products, services, subscriptions, and maintenance—in one lease to provide one price point and one monthly lease payment.

### Go Anywhere the Network Goes

Using the network as a platform, Cisco is connecting people in new ways. Cisco TelePresence solutions demonstrate the quality of collaboration possible over the network, making interactions personal, richer, and more valuable. This solution represents the best of Cisco innovation, building upon network services for connectivity, security, and reliability. Cisco and our partners can combine all these elements to allow you to increase productivity and create real, sustainable competitive advantage. Go anywhere the network goes.



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