

## Santa Claus Uses Cisco Video Phone Technology to Deliver Old-Fashioned Christmas Cheer at Hospitals in Canada, Germany, and the United States

This holiday season, hospitalized children will be able to see and speak with Santa Claus through the magic of an Internet video telephone call from Cisco®. Children in Canada, Germany, and the United States will be given a special opportunity to see and talk live with Santa during a special video telephone call that connects kids with the North Pole by pressing a single button on the video phone. It's a unique, high-tech opportunity for children to share their special requests with Santa. This is the third consecutive year that Cisco has hosted the program.

Children and their family members will gather in common areas in the hospitals where the Cisco video telephony solution will be set up for the calls. In most of the hospitals, the video phone system will also be transported to patients' rooms so that children too sick to leave their rooms can participate in the program. Cisco and Mattel will be providing Christmas gifts for the children. Click here to view the [Cisco Santa Claus Connection video](#).

This is all made possible due to the power of unified communications. The Cisco Unified Communications Solution is a secure and integrated voice, video, data, and wireless communications system that is designed and priced for growing businesses. It enables organizations to migrate to a converged IP network that can help them improve operational efficiency, enhance customer relationships, control costs, and respond more quickly and effectively as their business needs change. Organizations can benefit from the Cisco Unified Communications Solution in the following ways:

### **Easy to Use and Manage**

The Cisco Unified Communications Solution helps your staff take charge of their communications environment with simple, intuitive network management tools for telephony, routing, switching, and security.

Employees can easily update speed dials and other phone features to suit their needs. And because Cisco IP phones are "plug and play", employee moves have never been easier or less expensive. To change desks, simply unplug the phone from the old location and plug it into any network jack – no rewiring or reprogramming is required. The phone extension information and functions are retained, regardless of where the employee moves.

### **Proven Savings and Productivity**

Converged voice and data solutions from Cisco are deployed at growing businesses throughout the world, and are rapidly demonstrating a significant return on investment.

### **Protecting Business Investments**

Today's networks and the business resources they access are subject to attack from a variety of intruders, both inside and outside the network, including viruses, Trojan horses, and hackers. To combat these threats, the Cisco Unified Communications Solution gives you a powerful, scalable,

businesswide security solution that enables you to continually safeguard your network and protect sensitive company, supplier, and customer data.

### Reducing Costs and Scaling for Growth

The Cisco Unified Communications Solution is based on industry standards and provides the flexibility to help you cost-effectively deploy emerging applications and new devices as business needs change. Using the Cisco Smart Business Roadmap, which helps businesses align a network technology plan with their business priorities, the Cisco Unified Communications Solution can be implemented at the pace that's right for each organization's specific budget and business needs.

### Minimize Disruption and Maximize Existing Investments

The Cisco Unified Communications Solution can integrate smoothly with your existing PBX and voice mail, allowing you to replace components on your own schedule. You choose the pace of installation that works best for your budget and operation, knowing that the two systems will interoperate smoothly during the interim.

For more information on Cisco Unified Communications, visit [www.cisco.com/go/cuc](http://www.cisco.com/go/cuc).



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