Cisco TelePresence Suites

Bringing TelePresence to the World

Q&A

Public Cisco TelePresence

Cisco TelePresence Overview

Q. What is Cisco TelePresence™?

A. Cisco TelePresence creates a unique, "in-person" experience for business and personal meetings with people in different physical locations. When you sit down at the conference table in the meeting room, other participants appear to be sitting across the table, in life size, even if they are physically located halfway around the world. Ultra-high resolution reveals subtle facial expressions that communicate reactions just as if the person were truly across the table. Spatial audio allows you to hear every nuance of the conversation. Participants can interact as they do in person, including interrupting. All this combines to make it seem as if all the participants are actually together in the same room.

Q. How does it benefit my business?

A. Major benefits of Cisco TelePresence include:

- **Recovered time spent traveling to and from meetings**: Productivity increases and employees appreciate the improvement in quality of life from reducing air travel. Meeting participants are more alert because they do not suffer from jet lag.
- **Increased intimacy with the supply chain**: By reducing travel time and expense, managers and executives can afford to meet more frequently with the global supply chain, helping your company respond more quickly to market opportunities and trends.
- **Inclusion of traveling and remote employees**: Companies that have their own Cisco TelePresence systems can reserve a room in a Public TelePresence Suite to include employees who are not near a company site.
- **Extraordinary quality compared to other remote meeting solutions**: Life-size images in ultra-high resolution foster an in-person feeling. The ability to see nonverbal reactions such as a raised eyebrow, averted gaze, or shrug lets you know when to pursue an issue further, for deeper understanding and potentially better outcomes.
- **Greater simplicity compared to other remote meeting solutions**: People use technology only if it is easy. Using Cisco TelePresence is as easy as using a desk phone. You just dial to initiate a session and can use familiar phone features such as hold and mute.
- **Reliability**: The network provides the same reliability as dial tone, making Cisco TelePresence a solution that you can depend on for internal and external meetings.
- **Cost effectiveness**: You pay hourly, avoiding any upfront investment. Companies with a business case for investing in their own Cisco TelePresence setup can try out the technology first.
- **Travel replacement**: You reduce travel costs and negative environmental effects.

Q. How is Cisco TelePresence different than videoconferencing?

A. Cisco TelePresence is based on an entirely new technology and delivers a radically different experience:

- **In-person feeling**: You see life-size, full-motion video with such high resolution that it reveals even the subtlest facial expressions. CD-quality sound adds to the in-person experience. You can interrupt and otherwise interact as naturally as if you were in the same room.
- **Simplicity**: You just touch a button on a desk phone in the suite to start your call. You can use the phone's hold, mute, and conference features the same way you do during a phone call.
- **Reliability**: Both the network and the Cisco TelePresence system are designed to offer "dial-tone reliability." You can depend on Cisco TelePresence even for important meetings with customers and partners.

Public Cisco TelePresence and Cisco TelePresence Suites Overview

Q. What is Public Cisco TelePresence?

A. Public Cisco TelePresence refers to public facilities that anyone can use for an hourly fee. People can connect with friends and family, and businesses can have meetings without needing to own Cisco TelePresence equipment. Businesses that do own their own Cisco TelePresence systems can meet with more partners or customers and include employees who are not near a company location. Businesses that want to purchase their own Cisco TelePresence systems can try out the technology before they buy.

Q. Who offers Public Cisco TelePresence?

A. Cisco and its partners are offering Public Cisco TelePresence rooms and services, thereby broadening the reach and footprint of Cisco TelePresence.

Q. Who can use Public Cisco TelePresence?

A. Public Cisco TelePresence rooms are open to anybody, for both business and personal meetings. Sample uses include:

- Maintaining "face time" with sales prospects, customers, and partners without travel, especially for follow-up meetings
- Corporate training: simultaneously train employees at multiple sites to save on travel expense and time spent on the road
- Job interviews
- Design and brainstorming sessions
- Staff meetings
- Recruiting: screening interviews, client reviews
- Legal: negotiations, witness preparation, depositions
- Financial: client meetings, due diligence, board meetings
- Management of remote employees
- Connecting with family members
- Board of directors and advisory board meetings

Q. Why is Cisco offering Cisco TelePresence Suites and working with partners on public rooms?

A. Until now, Cisco TelePresence has only been available to companies that purchased Cisco TelePresence systems for their offices. Public Cisco TelePresence extends the unique, immersive meeting experience to everyone, including individuals. Cisco's goal in introducing public rooms is to make the network even more valuable for enhancing the way we work, live, play, and learn. We also want to give companies a chance to try Cisco TelePresence technology before buying.

Q. Where are Public Cisco TelePresence Suites located?

A. The first Public Cisco TelePresence rooms are located in the United States, Europe, and Asia Pacific. For up-to-date locations, visit www.cisco.com/publictelepresence.

Cisco TelePresence Suites Scheduling and Billing

Q. How do I schedule a session?

A. Just visit www.cisco.com/publictelepresence and click "Book a meeting."

Q. What hours are the suites open?

A. Hours of operation for each location are listed at www.cisco.com/publictelepresence.

Q. Can I use the suites after hours for an international session?

A. Yes. You can make arrangements to use Cisco TelePresence Suites outside of normal hours.

Q. How far ahead of time do I need to schedule? What's the cancellation policy?

A. Schedule at least 24 hours before the meeting start time. We recommend that you schedule as far ahead of time as you can. Scheduled meetings must be cancelled at least 48 hours in advance.

Q. How many people can I include, and in how many locations?

A. Suites are available for up to 2, 6, or 18 people (location dependent). Currently you can schedule a meeting between any two locations. Soon you will be able to include more than two locations.

Q. How much does a session cost?

A. You pay an hourly fee for each room, depending on size:

- 1 or 2 participants per suite: US$299
- Up to 6 participants per suite: US$499
- Up to 18 participants per suite: US$899

Q. Is there a minimum time I need to reserve?

A. The minimum is 30 minutes and 15-minute increments beyond that. For example, you could schedule a 75-minute session.

Q. How am I billed, and what payment methods do you accept?

A. We accept all major credit cards; businesses can arrange to be invoiced.

Q. Are there any promotions?

A. Visit www.cisco.com/publictelepresence for current promotions.

The Cisco TelePresence Suites Experience

Q. When I arrive at the Cisco TelePresence Suites, how will I know where to go and what to do?

A. A receptionist will greet you and walk you through the process. We recommend that you arrive 15 minutes before your appointment. We provide free wireless Internet access so you can work prior to your scheduled meeting.

Q. What do the Cisco TelePresence Suites look like, and what's the room setup?

A. Suites look like the high-end meeting rooms that you're familiar with and are furnished with a conference table and comfortable seating. The difference is that one side of the conference table has plasma displays instead of chairs. The other participants will appear to be sitting on the other side of the table, in life size. Rooms have a Cisco® Unified IP Phone you use to start your meeting and request help. Complimentary coffee, tea, and water are available in all suites. The staff can arrange for catered food for longer meetings.

Q. How do I connect with the people in the other rooms?

A. You'll see your appointment listed on the screen of the in-room phone. Just touch the button beside the appointment, and you'll be connected within moments.

Q. What if I need help?

A. Press a speed dial button on the phone for help. A staff member will come to your room to see what you need.

Q. How do you adjust the volume?

A. The audio in Public Cisco TelePresence Suites is calibrated so that you hear other participants' voices at the same volume and with the same clarity as if they were sitting across from you.

Q. What warning do I get when my time is almost up?

A. Ten minutes before your meeting is scheduled to end you'll receive a visual cue on the screen.

Q. Can I extend the session?

A. Yes, if all rooms are available. Touch the help button on the phone, and a staff member will check.

Q. Can we include people who are using a phone? How about a videoconferencing system?

A. You can include participants who are using a phone. There is no extra charge to connect. No connection is currently available to other videoconferencing systems.

Q. Can I share documents?

A. Yes. To share paper documents, fabric samples, and more, use the document camera available in 6- and 18-person rooms. To share electronic documents, just connect your laptop to the projector available in all rooms. It projects images in all rooms where your participants are located. Step-by-step instructions for using the document camera and projector are provided.

Q. How secure is Cisco TelePresence if we're discussing confidential topics?

A. The network is fully secure, as validated by third-party auditors. Nobody can access the audio and video images that travel between Public Cisco TelePresence rooms.

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