Cisco Telepresence Solutions

Cisco Expo Sofia 2011

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Agenda

EX90
✓ Telepresence Terminals Overview
✓ Unified Call Control
✓ Telepresence Infrastructure
✓ Live Demo
cisco

Cisco Collaboration Portfolio

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TelePresence Delivers The “In-Person” Power to Transform

Low **Business Value** **High**

Reduce Travel

- Spend less on travel - more on opportunities for growth
- Be greener – reduce CO2 emissions and further CSR goals

Optimize Employee Time

- Minimize business travel- related downtime
- Enhance teleworking capabilities
- Increase productivity
- Improve work/life balance

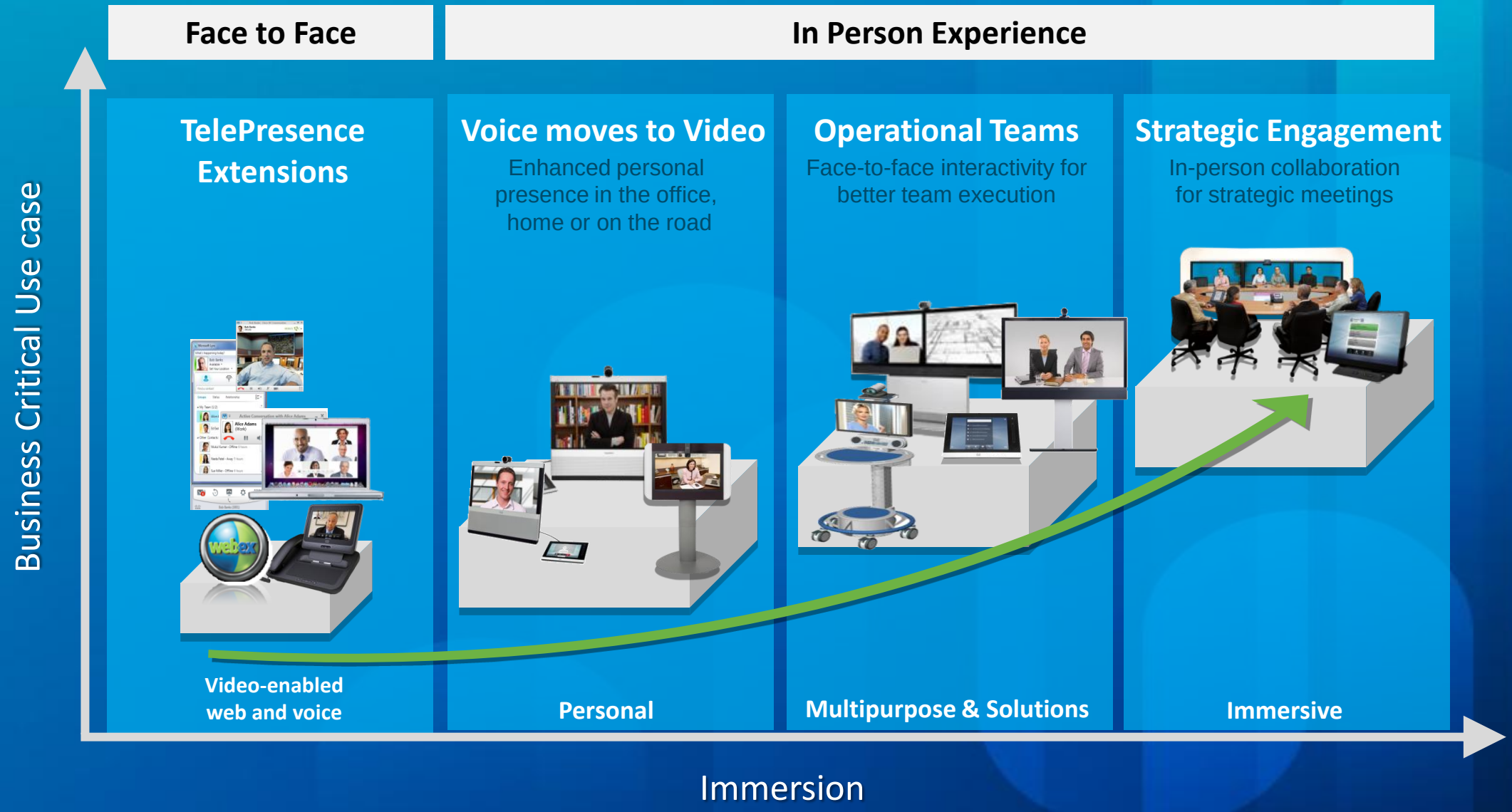
Speed Decision Making

- Accelerate business critical decision making
- Accelerate sales cycles
- Reduce time to market
- Create new forums for collaboration
- Build competitive differentiation

Transform Business Models

- Scale expertise across the globe
- Redefine customer service models
- Unify your entire supply chain
- Transform every corner of your business and industry

Cisco TelePresence Immersion Curve



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New Video Endpoints summary

Since April 2010 Tandberg acquisition

Unified IP Phones 8941/8945

99xx camera bundle & w360p 16:9 video

Cius (Mobile TelePresence)

TelePresence EX60

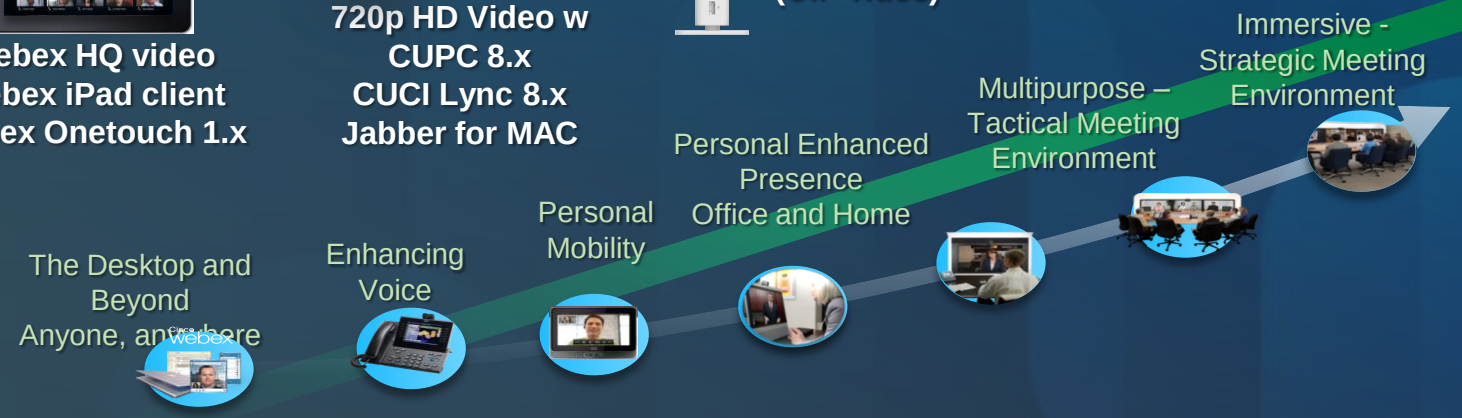
TelePresence CTS500-32, CTS1300-47 and MX200/300 H.264 support on CTS

Webex HQ video
Webex iPad client
Webex Onetouch 1.x

720p HD Video w CUPC 8.x
CUCI Lync 8.x
Jabber for MAC

VXC 6215 with CUPC & CUCI Lync (CIF video)

TelePresence Touch 12 (2H11)



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What Pervasive Video Looks Like …

Cisco-on-Cisco

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Cisco TelePresence endpoint naming structure

Fresh naming construct for combined product family – no change to existing product names at this time

TX (Immersive Category)	MX (Multipurpose Category)	EX (Personal Category)	SX (Solutions Category)	VX (Vertical Category)

- Clearly designate the endpoint category
- Product Names will be category + number

  ex. MX200

  Full name: Cisco TelePresence MX200
- New structure used as new products are introduced

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Cisco TelePresence endpoints at a glance

Immersive

3000 SERIES

3010

3210

T3 and T3 Custom

Active Collaboration Room

1300 SERIES

1300-65
1300-47

Multipurpose

1100 SERIES

PROFILE SERIES

Profile
65 /52 /42

Profile
Dual 65 /52

Personal

500 SERIES

500-32

EX SERIES

EX60/90

Movi

Solution Platforms

INTEGRATORS

C90
C60
C40

QUICK SETS

C20
Quick
Set

VERTICALS

Healthcare

Education

TelePresence Extensions

IP VIDEO TELEPHONY

E20
Cius

COLLABORATION

WebEx
OneTouch

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Cisco WebEx Meetings

Preinstalled on Cisco Cius

iPhone, iPod touch, iPad

Android smartphones & tablets

BlackBerry smartphones

- A completely new, engaging video experience in WebEx Meeting Center, Training Center and Support Center
- High-quality resolution: 360p
- Active speaker switching
- Full screen video turns web conference into virtual video conferencing room
- Mobile tablet support on iPad and Cius
- Integrated TelePresence experience with One Touch

Over 1 Million WebEx Mobile App Downloads

Cisco Jabber Provides Best Experience for PC, Tablet and Phone *Addressing Needs of Post-PC Workspace*

PC
Win OS Mac OS

Tablet Cius
Cius iPad * Samsung*

Phone
iPhone Android
Blackberry Nokia

- Across devices: Mac, PC, Smartphones, and tablets
- More choice - When, Where, How & What Device

*On the Roadmap (FHCY12)

Desktop Video

Jabber Video and Jabber

Cisco Jabber Video
(former Movi)

HD Video on PC or Mac

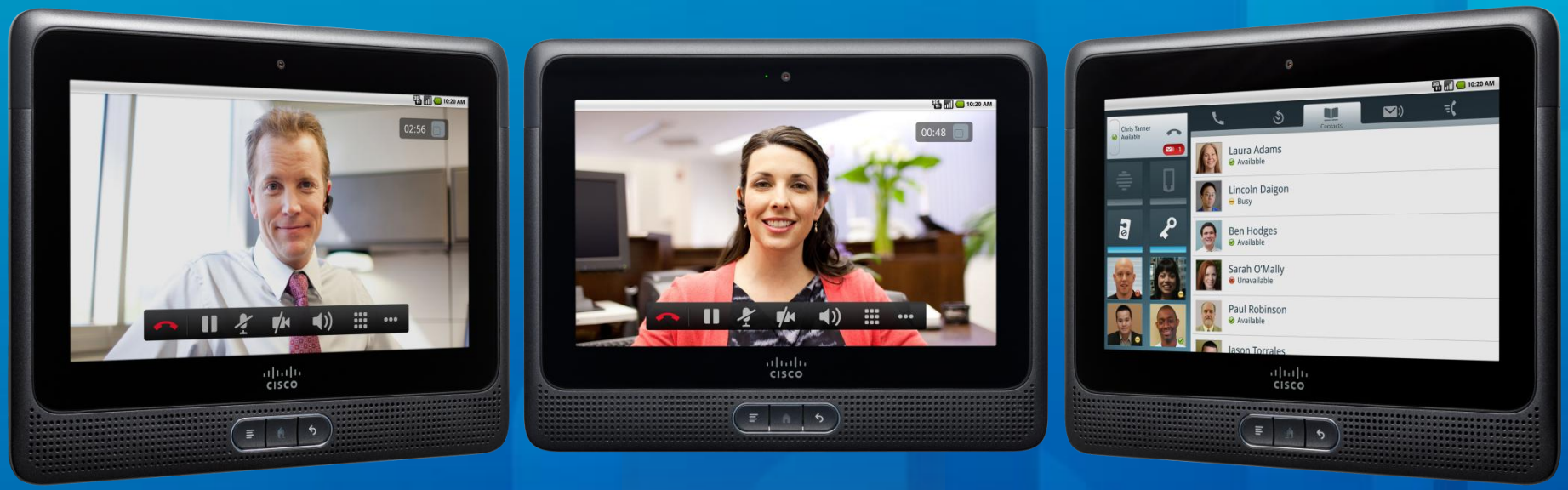
Cisco Jabber

Cisco UC customer,
Presence, IM, Softphone user

Dedicated TelePresence Application

All-in-one UC Application, HD Video, PC & Mac On-premises and Cloud

Cisco Cius Delivers:



Seamless Mobility	"Out of the Box" Collaboration	Security & Manageability	Innovative App Ecosystem	Service & Support
Anytime, Anywhere Access	IM, Voice, Video, Web Collaboration, Social	Integrated, Foundational and Layered	For End Users Developers and IT	Lifecycle Global

Enterprise Grade Communications, Collaboration and Computing

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Cisco E20, Reinventing the Desk Phone

High Definition Display
- Large 10” 16:9 WXGA display for comfortable viewing
- Crisp clear video like DVD

Wideband Speakerphone
- Conference phone audio quality

Wideband Handset
- Great audio quality
- Standard headset socket for professional headsets

Camera
- Ideal height for eye-contact
- Great far-end video experience
- Physical privacy shutter

USB and Bluetooth
- USB picture frame and future functionality
- Bluetooth headset support

Intuitive Keypad
- IP Phone and Video features at your fingertips
- 4-way navigational D-Pad

http://www.cisco.com/en/US/prod/collateral/ps7060/ps11303/ps11311/ps11329/data_sheet_c78-628617.html

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Cisco EX60/90
Revolutionary Personal Telepresence

EX60/90 Feature comparison

	EX90	EX60
Video Quality	1080p30 / 720p60	1080p30 / 720p60
Content Sharing	1080p30 / WUXGA	720p15/ WXGA
Screen size / res	24” /1920x1200	21.5” /1920x1080
Camera	1080p30, 45° - 65° view (zoom) Doc cam	1080p30, 50° view Doc cam
MultiSite	4-way HD embedded MultiSite (option)	Multiway
DVI / HDMI in	1 (PC) / 1 (2nd source)	1 (PC)
HDMI out	Dual Display (option)	
Audio	2 front speakers and subwoofer	2 front speakers
Input device	InTouch	InTouch

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Cisco TelePresence MX200 and MX300

Value line of plug & play team solutions expanded

- Fully integrated multi-purpose system
- The specs
  - Full HD – 1080p
  - Unpack and install in 15 minutes
  - User interface – Touch 8
  - Works with CUCM and VCS
  - FCS Q2 FY2012
- Compared to the MX200
  - Enhanced audio
  - Larger screen – 55 vs 42
  - Second microphone

Cisco TelePresence System 500-32

In-person executive office telepresence solution

Key information

- Fully-integrated office or personal system with Cisco touch, brilliant 1080p HD video and collaboration on a **32” LCD display**
- **Cisco TelePresence Touch 12** compatible
- Integrated lighting and single auto-retract camera for a natural, lifelike participant view
- Two-dimensional microphone array for superior audio clarity
- Pedestal mounting option

Customer benefits

- Extend the Cisco in-person experience to the executive office
- Entire display can be used as in-office computer screen when not in a call
- Rapid global service network that is unmatched

Availability

500-32: Now generally available!

500 32-inch

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Cisco TelePresence System 1300-47

Immersive experience for small and medium conference rooms

Key information

- Fully-integrated immersive room system with Cisco touch, brilliant 1080p HD video and collaboration on a **47” LCD display**
- **Cisco TelePresence Touch 12**
- Integrated lighting and three camera cluster for natural, lifelike participant view
- Two mounting options (floor stand or wall mount)
- Use an existing table for 4-6 participants with voice-activated switching
- Ships with 3 external CTS microphones

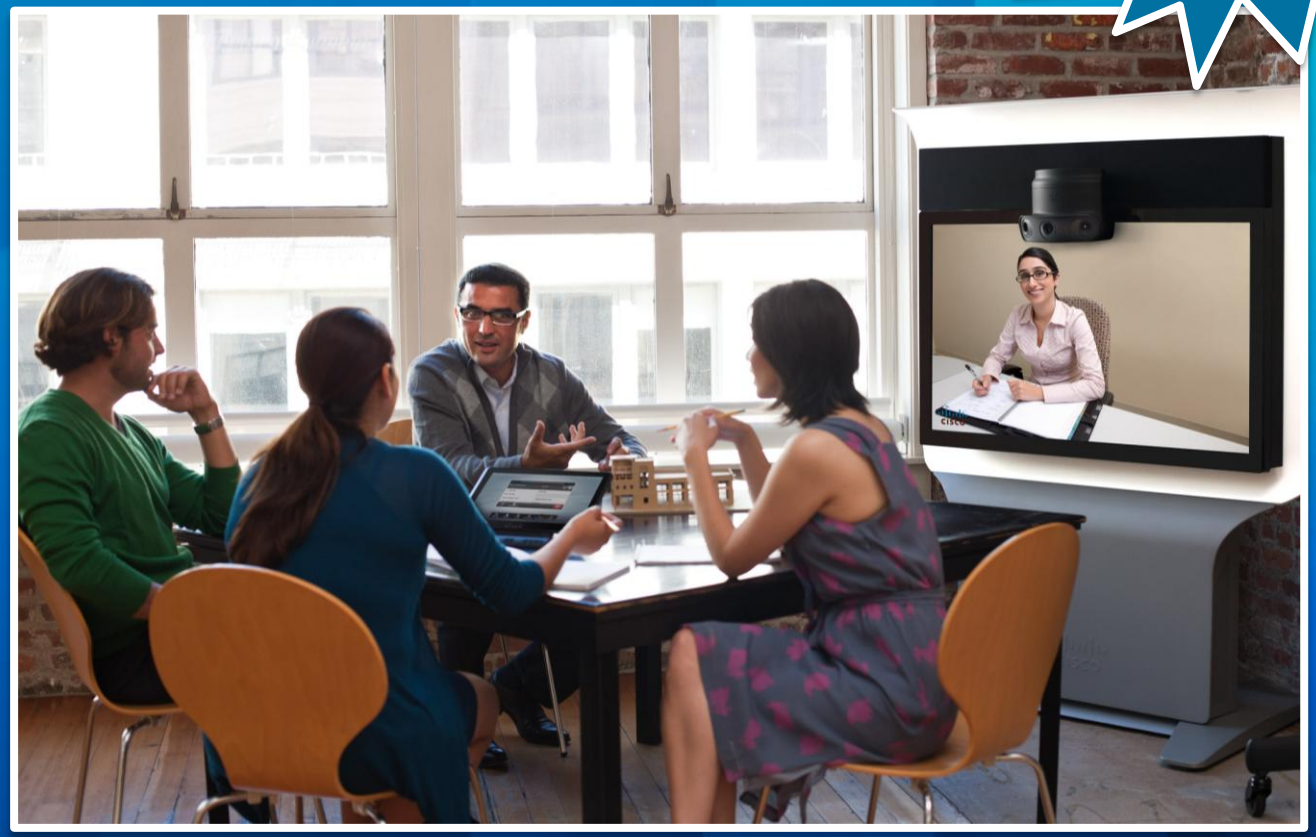
Customer benefits

- Extend in-person experience to smaller team rooms
- Flexible for existing table and room scenarios yet shares the Cisco immersive experience
- Rapid global service network that is unmatched

Availability

1300-47: Generally available in early Q4CY11!

Generally available soon!



1300 47-inch

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C Series Codecs & Integrator Packages

Quick Set C 20

C 40

C 60

C 90

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C Series Comparison

Feature	C20	C40	C60	C90
Resolution p2p	1080p30/720p60	1080p30/720p60	1080p30 / 720p60	1080p30 / 720p60
Resolution p2p + Dual Stream	720p30 + WXGAp15	1080p30/720p60 + WXGAp30	1080p30 /720p60 + UXGAp30 / 1080p30	1080p30 /720p60 + UXGAp30 / 1080p30
Audio In (microphone)	2 mini-jacks	2 XLR	4 XLR	8 XLR
Video in	1 HDMI 1 DVI	2 HDMI 1 DVI 1 S-Video/Comp	2 HDMI 2 DVI 1 S-Video/Comp	4 HDMI 2 DVI 4 HD-SDI 2 Component 1 S-Video/Comp
Video out	2 HDMI	1 HDMI + 1 DVI	1 HDMI + 1 DVI + Comp	2 HDMI + 2 DVI + Comp
MultiSite	NO	4 Way CP (576p30)	4 Way CP (720p30)	4 Way CP (1080p30/720p60)
Other		API	API Video Compositing API GPIO	API Video Compositing API GPIO More processing power

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Profile Series

C60

C60

C20 or C40

• Profile 52” Dual

• Profile 52”

• Profile 42”

An optimum Telepresence experience for the widest range of **existing conference rooms** and environments

C60

C90

• Profile 65” Dual

• Profile 65”

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VX - Vertical Products

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Cisco Clinical Presence System (CPS)

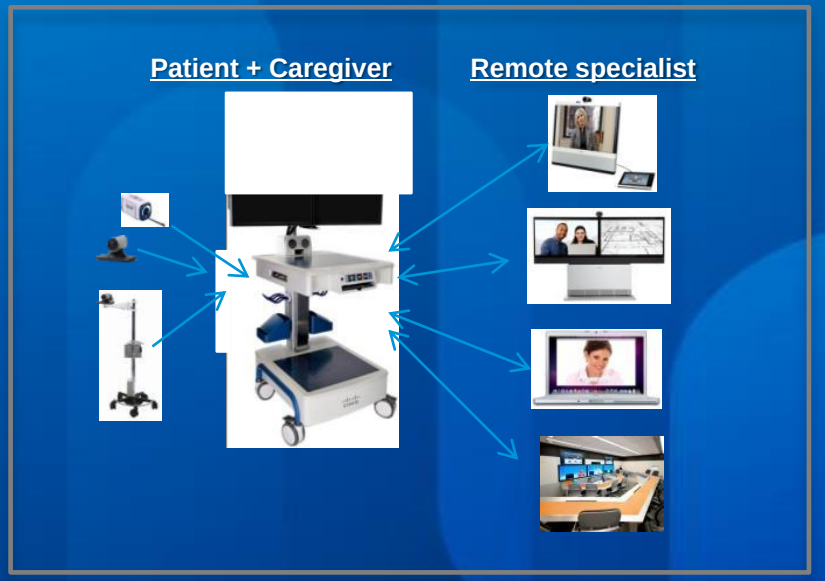
Expanded availability and updated regulatory status

Key information:

- Integrated C40 codec
- Multiple inputs for medical peripheral connectivity
- High-output speakers and amplifier
- Electronic lift for precise height adjustment
- PrecisionHD 12X camera mounted on articulating mechanical arm for flexible positioning
- Range of configurations including dual monitor, battery power, wireless, and storage options

Product updates:

- Available soon
- Now registered as Class I Medical Device
- Now supported by Cisco HealthPresence 2.0



Enabling care-at-a-distance across a range of medical specialties

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Introducing…Cisco VX Clinical Assistant

Cisco's next-generation TelePresence endpoint for healthcare

Key information:

- Small footprint, with lightweight industrial design to maximize mobility and ease of use
- Integrated C20 codec with enhanced I/O capabilities for medical peripherals
  - 6 HD inputs, 5 SD inputs, 2 audio inputs
- Optional PrecisionHD 12X or 4X camera
- Switch between main camera and peripheral sources with tactile panel or remote control
- Rechargeable battery power
- Medical isolation transformer
- Optional wireless with mounted Cisco WAP
- Range of flexible, mix-and-match storage modules and accessories
- Medical safety certifications
- Complements CPS in healthcare portfolio

Purpose-built mobile endpoint that brings the power of TelePresence to healthcare

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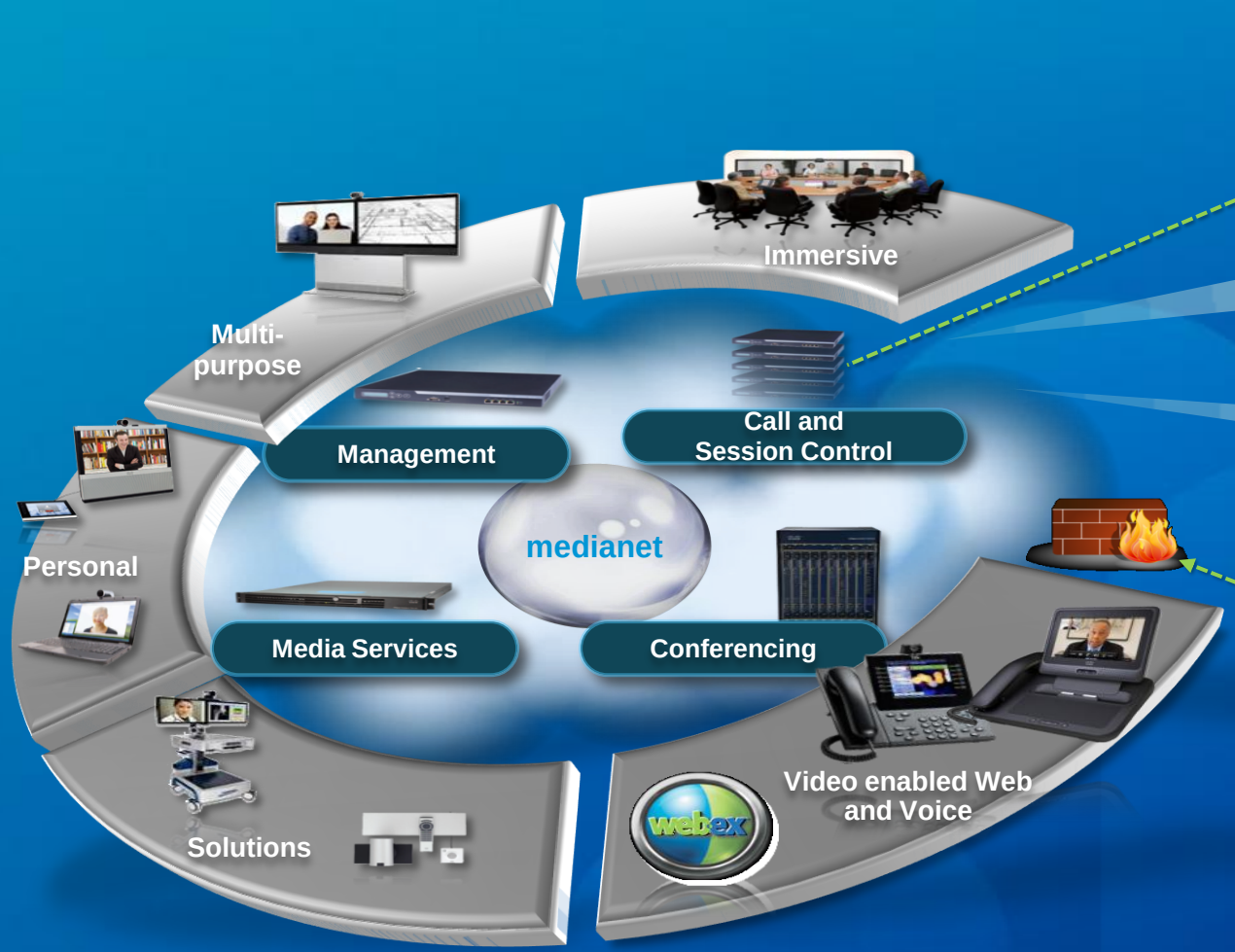
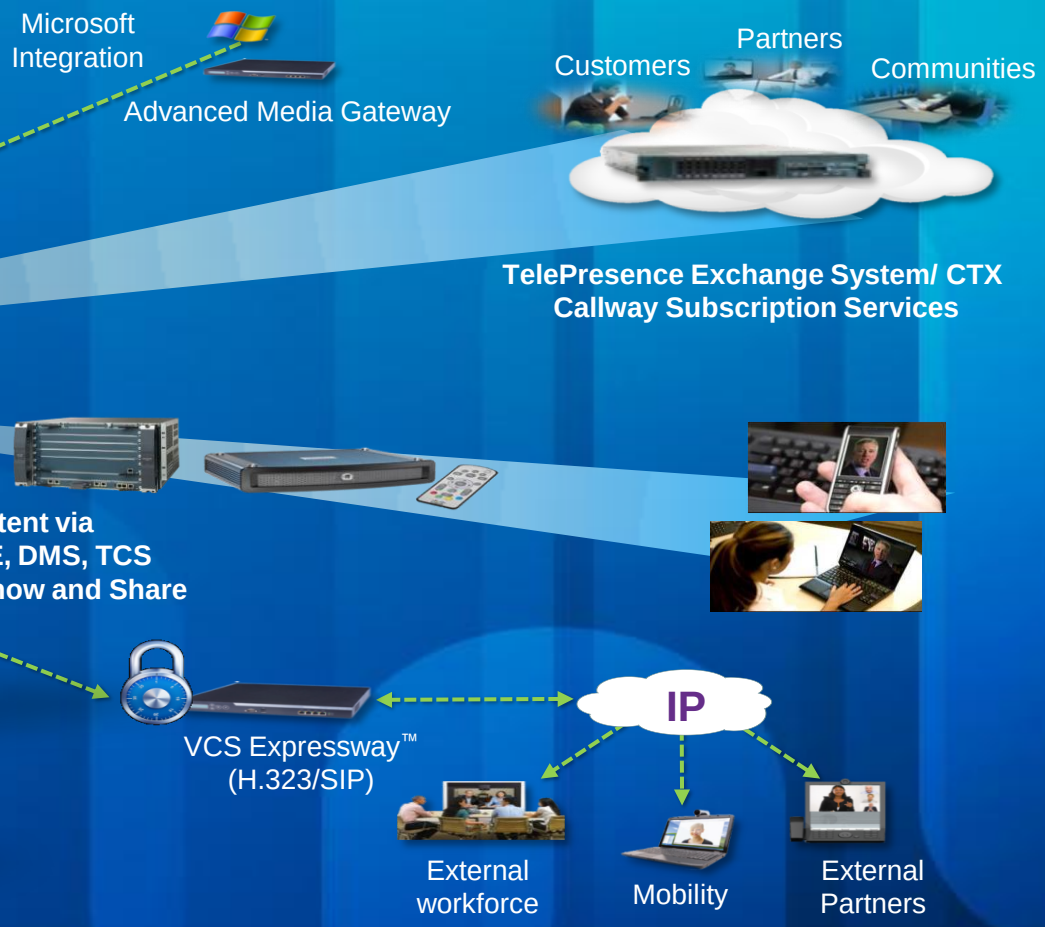
Cisco offers the total TelePresence solution for pervasive video





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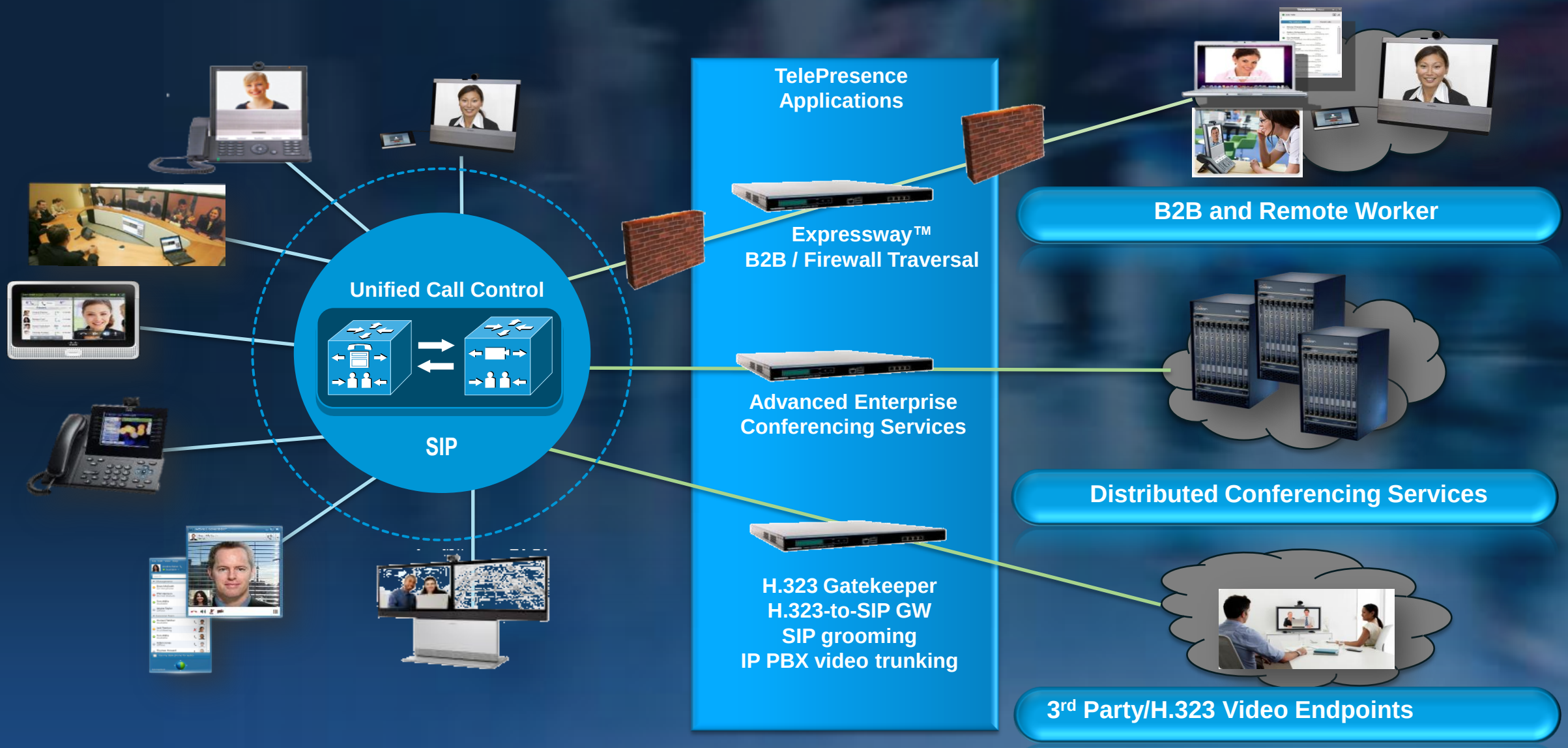
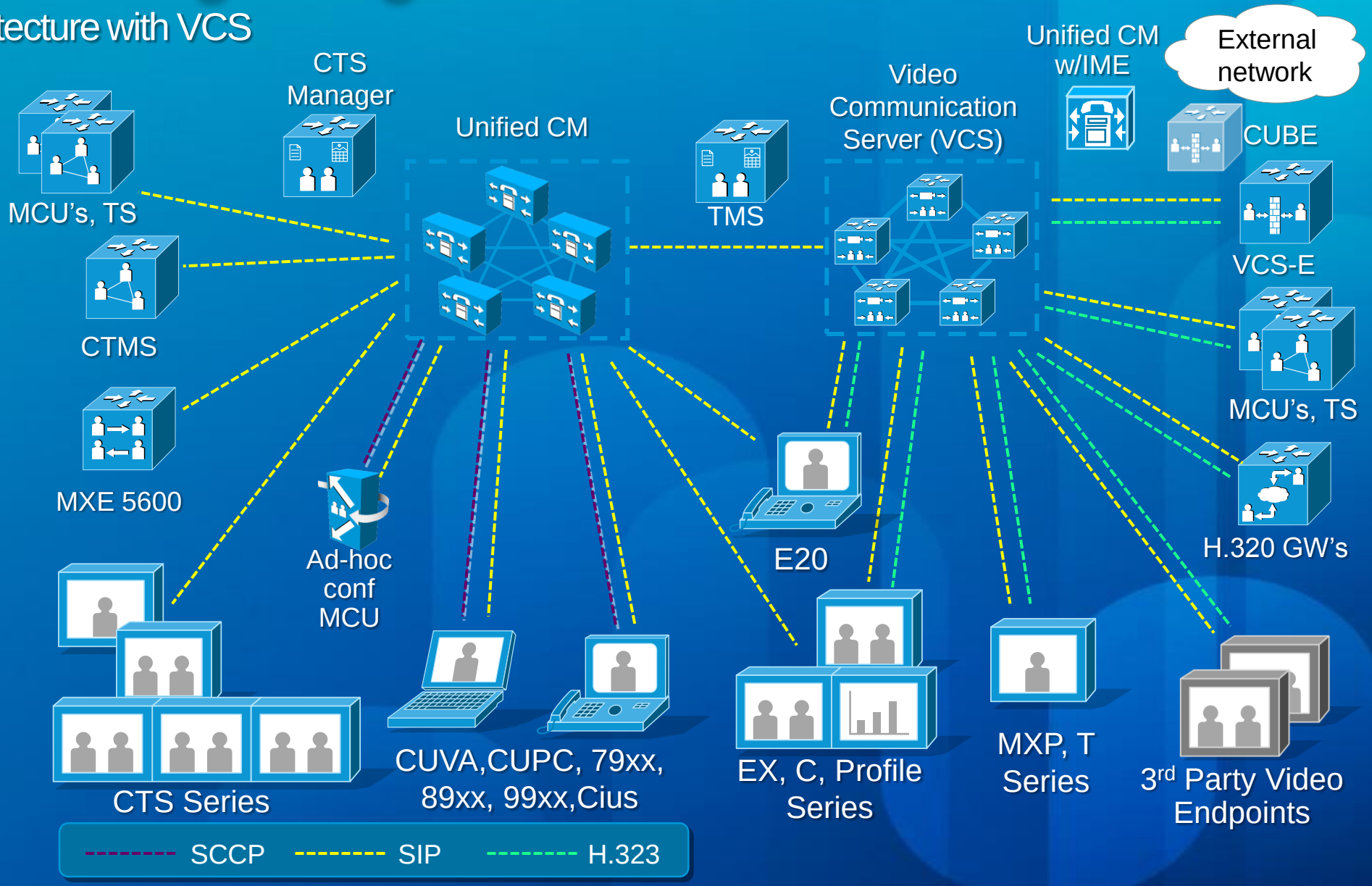
Unified Call Control for video everywhere



CUCM Signaling Overview

Architecture with VCS



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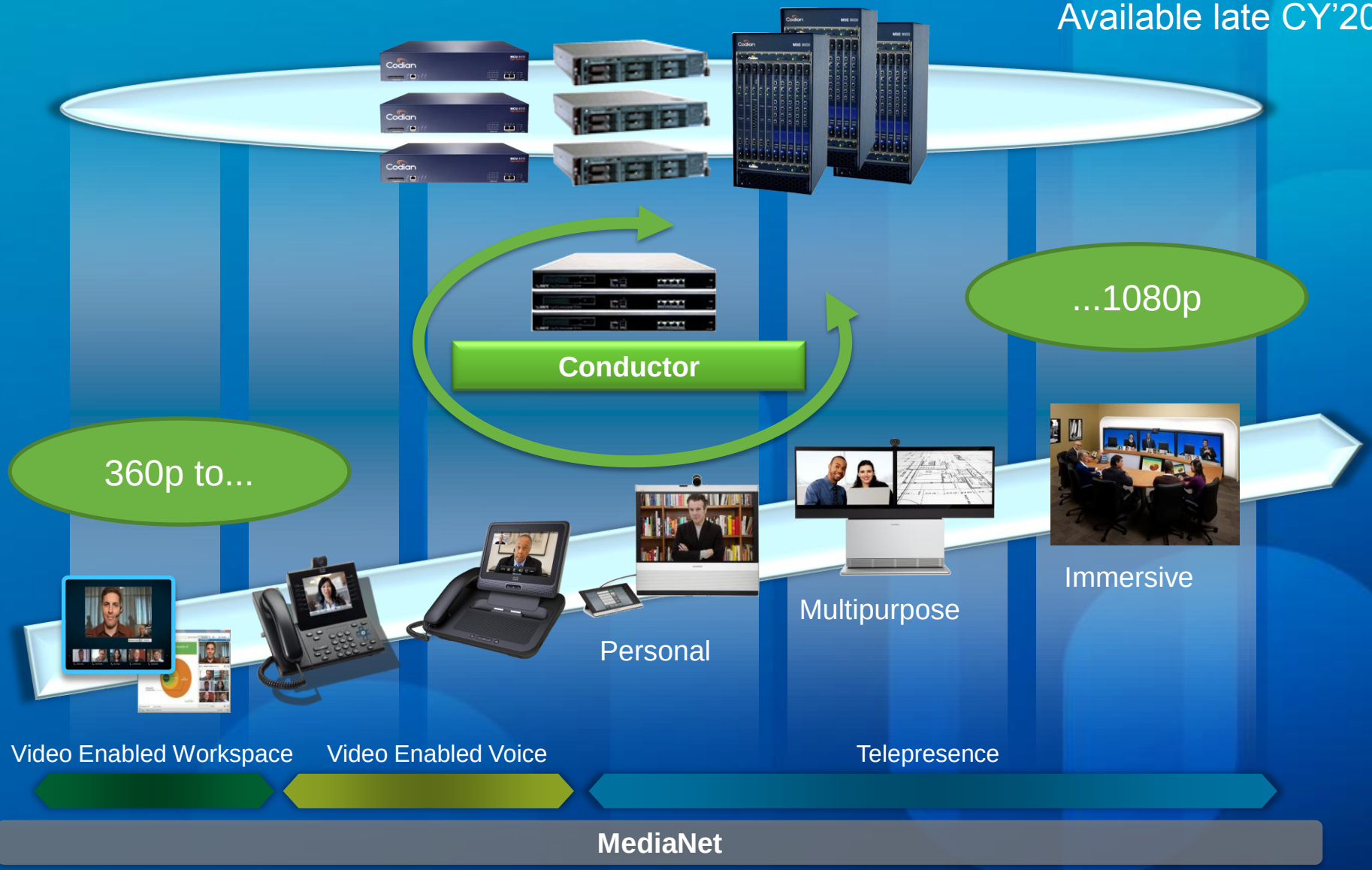
Cisco TelePresence Conductor

Simple, Natural Conferencing

Available late CY'2011/early CY'2012



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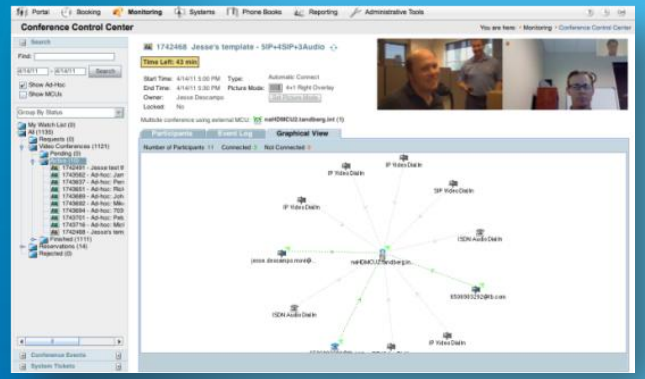
Cisco TMS + Prime Collaboration Manager

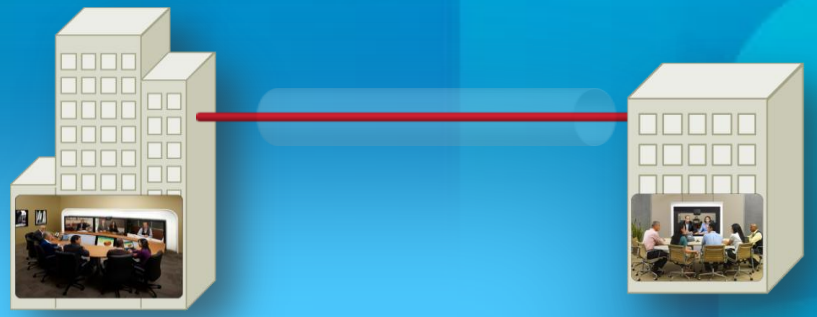
Superior Cisco solution

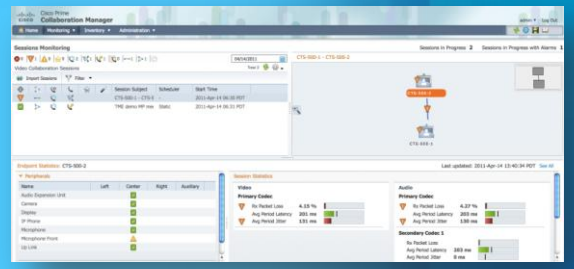
There is no competitive TelePresence management solution that offers…



Cisco TMS 13.1

- Real-time Conference Control
- Scheduling of sessions and phonebook/directory services
- Centralized meeting management and control for scheduled/ad-hoc meetings
- Powerful, customizable reports
- Provisioning of endpoints and management of infrastructure





Cisco Prime Collaboration Manager

- Real-time visualization and troubleshooting of live sessions
- End-to-end visibility down to media packet level
- Advanced alarming, diagnostics and trouble isolation
- Executive summaries and easy to use reports

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Cisco TelePresence Advanced Media Gateway

"Cisco TelePresence Advanced Media Gateway 3610 enables customers to communicate between TelePresence and OCS/Lync in HD 720p"

New Features

- HD support for Microsoft Lync
- End to end encryption of calls
- Support for VCS 7.0 and Microsoft Communicator for Mac 2011

Customer Benefits

- Maximize return on video and Microsoft investments
- Enable secure communications
- Superb HD interoperability and scalability

Partner Benefits

- Third party and HD interoperability with Microsoft
- Drive HD video adoption and usage, resulting in endpoint and infrastructure uptake

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Media Transformation
TCS, SNS, MXE, DMS

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Capture → Transform → Share

Automated Workflow

Easily capture TP sessions with data sharing, add branding and graphics, tag and index, publish to **Show and Share**…

…in a single auto workflow!

TelePresence Content Server (TCS)

- Recording / Streaming in the network
- Synchronized with data sharing
- Seamless workflow w/ MXE 3500 / SnS

Media Experience Engine 3500 (MXE)

- Transcode and transrate
- Post production (add branding graphics overlays and watermarks; video trailers / bumpers / transitions)
- Tag and index with Pulse Video Search and Analytics for automated keywords and speaker identification
- Seamless workflow with TCS and SnS

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Thank you.