

## BEYOND THE BOARDROOM

# Innovative Uses of TelePresence

Telepresence is more than just meetings. The “power of in-person” is not only transforming the way people work, it is also being used for new, innovative uses to bring people together in more personal and impactful ways never before possible. Following are some inspiring ways people are using this transformative technology.



### FILM PRODUCTION

Jerry Bruckheimer, one of the world’s most successful and innovative film producers, is using telepresence to redefine collaboration in Hollywood by bringing on-set and remote directors, editors, and talent together to produce the upcoming film “The Lone Ranger.”



### FASHION COLLABORATION

Tommy Hilfiger introduced the world’s first “virtual fitting rooms”, enabling immediate global communication and collaboration among designers and manufacturing facilities in Amsterdam, New York, Hong Kong, and Tokyo.



### CITIZENS FINANCIAL GROUP

Citizens Financial Group uses telepresence to connect customers with bank specialists in different locations, providing real-time personalized service to fit customers’ immediate banking needs.



### BOOK LAUNCH

Author Adrian Ott reinvented the book tour by hosting the first-ever telepresence book launch celebration for more than 100 people, including many Silicon Valley A-listers and media.

## Innovative Uses of TelePresence



### RESTAURANT REDEFINED

Fleming's Prime Steakhouse & Wine Bar offers its customers a unique dining experience by giving them the opportunity to connect virtually over telepresence to enjoy a meal, taste wine, or attend a lecture with others around the country.



### ACCESS TO WORLD-CLASS ATHLETES

David Beckham, one of the world's most famous soccer players, connected with fans in 20 countries around the globe simultaneously by video as he accepted questions "in-person".



### GOING GREEN

Telepresence was used at the annual meeting of the United Nations Framework Convention on Climate Change—COP-17—to reduce travel to the event, present live press conferences, and inform communities back home about activities at the conference as they happened.



### ARCHITECTING THE FUTURE

Kohn Pedersen Fox Associates, architect to some of the most recognized buildings and well-traveled spaces in the world, is using telepresence to share ideas visually with other designers, collaborate over complex projects, and build rapport with clients in a rapid, more synchronous fashion. In addition, they record sessions and use the content to share educational seminars between remote offices.



### SAVING LIVES

Specialists on Call uses telepresence to connect stroke victims with emergency-trained neurologists within minutes of entering a hospital to help ensure appropriate and timely treatment.

## Innovative Uses of TelePresence



### HOME IMPROVEMENT

By video-enabling its supply chain, home improvement retailer Kingfisher is able to bring customers directly to manufacturers to accelerate the decision-making process.



### GLOBAL DANCE REHEARSAL

Telepresence enabled the first virtual dance rehearsal of young dancers of the Children's Palace in Shanghai and their counterparts from National Dance Institute (NDI) in New York.



### BREAKING WORLD RECORDS

The world's largest art lesson was conducted by young Singaporean artist Peter Draw over telepresence, connecting more than 1893 people in cities from Asia Pacific, Greater China, Japan, and the United States.



### MUSIC TO OUR EARS

Telepresence was used to bring two groups of aged care groups located in Melbourne, Australia, and Amsterdam, Netherlands, together to participate in a one-of-a-kind virtual sing-along. The group from Melbourne was joined by children from a local primary school, and they sang many Hebrew folk songs, while the spirited group of 10 in Amsterdam belted out a few rock 'n' roll classics, including Elvis' "Hound Dog" and even some choreographed dance moves.

---

To learn more about Cisco TelePresence® and what the power of in-person can do for your organization, please visit [www.cisco.com/go/telepresence](http://www.cisco.com/go/telepresence).

---

