



INFORMATION PRESSE

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La NBA et Cisco ont organisé en TelePresence une rencontre entre le basketteur Grant Hill et ses fans

- La National Basketball Association s'est associée à Cisco pour réunir virtuellement des stars de la NBA, des journalistes et des fans du monde entier, en TelePresence.
- La première de ces rencontres, organisée le 24 mars 2008, a permis à un journaliste de la télévision chinoise d'interviewer en direct Grant Hill, de Phoenix avec son équipe, lui évitant ainsi 13 heures d'avion et le décalage horaire inhérent à ce type de voyage.

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PHOTO ADVISORY - NBA Star Grant Hill Reaches Global Fans with Cisco TelePresence

PHOENIX, Ariz., and SAN JOSE, Calif., March 24, 2008 - The National Basketball Association and Cisco have teamed up to use TelePresence, Cisco's cutting edge collaboration technology, to connect NBA players with fans and journalists all over the world.

Less than 48 hours before the Phoenix Suns were to host the surging Houston Rockets, Grant Hill had a face-to-face meeting with Chelsea Mark, an NBA China TV host located in Beijing. The Suns All-Star forward was not affected by the jet lag that normally accompanies a 13-hour flight to China. Instead the interview took place in the Cisco offices located in Phoenix and Beijing. Hill and Mark participated in a "virtual" in-person meeting with the use of Cisco TelePresence -- a life-size immersive video technology.



Hill was intimately interviewed by the host of NBA Zhi Zhao, a weekly 30-minute lifestyle TV magazine program showcasing the latest trends in basketball and entertainment. Cisco TelePresence provided a life-size view

of Hill, who appeared to be sitting directly across the table from Mark.

Cisco TelePresence technology creates an "in-person" meeting experience over the network, and delivering real-time, face-to-face interactions using advanced visual, audio, and collaboration technologies.

These technologies transmit life-size, high-definition images and spatial audio that offer a real-world experience. It is designed to bring users closer to the important people, places, and events in their personal and professional lives.

For more information on Cisco TelePresence, please visit:

<http://www.cisco.com/go/telepresence/>

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