

Beyond The Boardroom: Innovative Applications Of Telepresence



Telepresence is not only transforming the way people work, it is also being used in new, innovative ways to bring people together in more personal and impactful ways and provide access to people and places that was never before possible. Here are some inspiring applications of telepresence.



Album Premier

The Doobie Brothers premiered their first new album in 10 Years: World Gone Crazy. Cisco, AT&T and Marriott partnered to host the band's live performance - broadcast via Cisco TelePresence and Ustream. Fans joined live from all over the world to hear the band's classic and new songs.

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 quickfire questions "in-person."



Deep-Sea Exploration

Combining telepresence, high-definition cameras, remotely operated underwater vehicles (ROVs) and state-of-the-art networking, telepresence allows experts to plumb the ocean depths and instantly share their findings with others - all without leaving dry land.

Fashion Collaboration

Tommy Hilfiger introduced the world's first 'virtual fitting rooms,' enabling immediate global "in-person" communication and collaboration among designers and manufacturing facilities. The solution currently connects offices in Amsterdam, New York, Hong Kong and Tokyo.



Book Launch

Author Adrian Ott reinvented the book tour by hosting the first-ever book launch celebration using telepresence technology. More than 100 people, including many Silicon Valley A-listers and media, gathered for the launch of The 24-Hour Customer using collaborative technologies.

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 1,893 people in cities from Asia Pacific, Greater China, Japan and the U.S.

For more information about business-quality telepresence solutions—from the laptop to immersive telepresence rooms - please visit www.cisco.com/go/telepresence.