Agenda

- Telepresence Terminals Overview
- Unified Call Control
- Telepresence Infrastructure
- Live Demo
TelePresence Delivers The “In-Person” Power to Transform

Business Value

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

**Face to Face**

- **TelePresence Extensions**
  - Video-enabled web and voice

**In Person Experience**

- **Voice moves to Video**
  - Enhanced personal presence in the office, home or on the road

- **Operational Teams**
  - Face-to-face interactivity for better team execution

- **Strategic Engagement**
  - In-person collaboration for strategic meetings

**Business Critical Use case**

**Immersion**
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
- VXC 6215 with CUPC & CUCI Lync (CIF video)
- 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
- Personal Enhanced Presence
- The Desktop and Beyond
- Anyone, anywhere
- Personal Mobility
- Office and Home
- Enhancing Voice
- Personal Enhanced Presence
- Tactical Meeting Environment
- Multipurpose Environment
- Immersive Environment
- Cius
- Jabber for MAC
- TelePresence Touch 12 (2H11)
- Lync (CIF video)
- CUCI
- "Anyone, anywhere"
What Pervasive Video Looks Like …

Cisco-on-Cisco

- Immersive
- Multi Purpose
- Personal
- Jabber/Movi/Cius/Videophone
- WebEx
- Medianet
- Core Network Infrastructure
- B2B
- CUCM
- VCS
- TMS

Choice of Collaboration Experiences

- # of units deployed
  - 402, 402 = FY'11 10,000+ End Points
  - 471, 800 = FY'12 20,000+ End Points

- 18x MSE 8000
- 40x CTMS
- 4,500 Conferencing Ports

= FY’11 10,000+ End Points
= FY’12 20,000+ End Points

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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

- 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
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
Cisco WebEx Meetings

- Over 1 Million WebEx Mobile App Downloads

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

- 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 UC customer,
Presence, IM, Softphone user

Dedicated TelePresence
Application

Cisco Jabber

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

Cisco UC customer,
Presence, IM, Softphone user

HD Video on PC or Mac

Dedicated TelePresence
Application
Cisco Cius Delivers:

- Seamless Mobility: Anytime, Anywhere Access
- Security & Manageability: Integrated, Foundational and Layered
- Innovative App Ecosystem: For End Users, Developers and IT
- Service & Support: Lifecycle Global

Enterprise Grade Communications, Collaboration and Computing
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

Cisco EX60/90
Revolutionary Personal Telepresence
## EX60/90 Feature comparison

<table>
<thead>
<tr>
<th>Feature</th>
<th>EX90</th>
<th>EX60</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Video Quality</strong></td>
<td>1080p30 / 720p60</td>
<td>1080p30 / 720p60</td>
</tr>
<tr>
<td><strong>Content Sharing</strong></td>
<td>1080p30 / WUXGA</td>
<td>720p15/ WXGA</td>
</tr>
<tr>
<td><strong>Screen size / res</strong></td>
<td>24” /1920x1200</td>
<td>21.5” /1920x1080</td>
</tr>
<tr>
<td><strong>Camera</strong></td>
<td>1080p30, 45° - 65° view (zoom) Doc cam</td>
<td>1080p30, 50° view Doc cam</td>
</tr>
<tr>
<td><strong>MultiSite</strong></td>
<td>4-way HD embedded MultiSite (option)</td>
<td>Multiway</td>
</tr>
<tr>
<td><strong>DVI / HDMI in</strong></td>
<td>1 (PC) / 1 (2nd source)</td>
<td>1 (PC)</td>
</tr>
<tr>
<td><strong>HDMI out</strong></td>
<td>Dual Display (option)</td>
<td></td>
</tr>
<tr>
<td><strong>Audio</strong></td>
<td>2 front speakers and subwoofer</td>
<td>2 front speakers</td>
</tr>
<tr>
<td><strong>Input device</strong></td>
<td>InTouch</td>
<td>InTouch</td>
</tr>
</tbody>
</table>
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!
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!
C Series Codecs & Integrator Packages

Quick Set C 20

C 40

C 60

C 90
# C Series Comparison

<table>
<thead>
<tr>
<th>Feature</th>
<th>C20</th>
<th>C40</th>
<th>C60</th>
<th>C90</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Resolution p2p</strong></td>
<td>1080p30/720p60</td>
<td>1080p30/720p60</td>
<td>1080p30 / 720p60</td>
<td>1080p30 / 720p60</td>
</tr>
<tr>
<td><strong>Audio In (microphone)</strong></td>
<td>2 mini-jacks</td>
<td>2 XLR</td>
<td>4 XLR</td>
<td>8 XLR</td>
</tr>
<tr>
<td><strong>Video in</strong></td>
<td>1 HDMI 1 DVI</td>
<td>2 HDMI 1 DVI 1 S-Video/Comp</td>
<td>2 HDMI 2 DVI 1 S-Video/Comp</td>
<td>4 HDMI 2 DVI 4 HD-SDI 2 Component 1 S-Video/Comp</td>
</tr>
<tr>
<td><strong>Video out</strong></td>
<td>2 HDMI</td>
<td>1 HDMI + 1 DVI</td>
<td>1 HDMI + 1 DVI + Comp</td>
<td>2 HDMI + 2 DVI + Comp</td>
</tr>
<tr>
<td><strong>MultiSite</strong></td>
<td>NO</td>
<td>4 Way CP (576p30)</td>
<td>4 Way CP (720p30)</td>
<td>4 Way CP (1080p30/720p60)</td>
</tr>
<tr>
<td><strong>Other</strong></td>
<td>API</td>
<td>API Video Compositing API GPIO</td>
<td>API Video Compositing API GPIO</td>
<td>More processing power</td>
</tr>
</tbody>
</table>

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An optimum Telepresence experience for the widest range of existing conference rooms and environments.
VX - Vertical Products
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
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
Cisco offers the total TelePresence solution for pervasive video
Unified Call Control for video everywhere

Unified Call Control

SIP

TelePresence Applications

Expressway™
B2B / Firewall Traversal

Advanced Enterprise Conferencing Services

H.323 Gatekeeper
H.323-to-SIP GW
SIP grooming
IP PBX video trunking

B2B and Remote Worker

Distributed Conferencing Services

3rd Party/H.323 Video Endpoints
CUCM Signaling Overview
Architecture with VCS

CTMS
MCU's, TS

CTS Manager
Unified CM

CTMS
MXE 5600

Ad-hoc conf MCU
CUVA,CUPC, 79xx, 89xx, 99xx, Cius

E20

Video Communication Server (VCS)

TMS

Unified CM w/IME

External network

VCS-E
MCU's, TS

H.320 GW's

3rd Party Video Endpoints

EX, C, Profile Series
MXP, T Series

SCCP
SIP
H.323

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Cisco TelePresence Conductor
Simple, Natural Conferencing

Available late CY’2011/early CY’2012

360p to...

...1080p

Video Enabled Workspace
Video Enabled Voice

Personal
Multipurpose
Immersive

Telepresence

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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
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
Media Transformation
TCS, SNS, MXE, DMS
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
Thank you.