For Everyone, Everywhere

Business Video Redefined

Deliver the Power of In-Person

Putting People at the Center of Collaboration

A Solution that Scales
Successful Collaboration is about providing optimal User Experiences

User scenario and user centric development process

Industrial design — proven quality

UI consistency

Optimized video and audio solutions

Integrated Collaboration

Robust and future proof codec platforms to plug into the total solution
In-person collaboration for strategic meetings

Business use case determines endpoint requirements

Business Focus

TelePresence Extensions

Individuals Connected
Enhanced personal presence in the office, home or on the road

Team Operations
Face-to-face interactivity for better team execution

Strategic Decisions
In-person collaboration for strategic meetings

Business Video Endpoints

Video-enabled web and voice

Personal

Multipurpose

Immersive

Immersion
Cisco’s Market Momentum

2,000+ customers with 21,000+ dedicated/multipurpose rooms and 90,000+ personal endpoints

- 75% of the Fortune 500
- The top twelve global investment banks
- 100+ high-tech companies
- 90+ Service Providers
- Five of largest WW pharmaceuticals
- 50+ global energy companies
- 80+ healthcare companies
- 90+ public sector/education customers
- 65%+ immersive endpoint market share*
- 3500+ 3-screen customer systems deployed
- 250+ 3-screen systems in largest single customer deployment

Sources – Wainhouse Research Multi-codec Market + Cisco Sales Data
Cisco’s Video Values – The Key to Success

- Immersive
- Simplicity
- Reliability
- Quality
Cisco TelePresence Endpoints

Broad interoperable portfolio to fit the needs of a pervasive video architecture

**Immersive - TX**

Telepresence to transform collaborative business decision making

- Immersive, guaranteed experience for strategic groups
- TX9000 seats up to 6 people, TX9200 seats up to 18 people

**Personal - EX**

Telepresence for individuals, anywhere

- Individuals have immediate visual access when on the move, at home or from the office
- EX Series for an assured experience and soft client options to visually connect from anywhere

**Multipurpose - MX**

Telepresence for flexible team collaboration

- Teams meet face to face for superior collaboration
- Profile Series for flexible, interactive team rooms
- MX300 and MX200 for plug & play basic team rooms

**Solutions - SX**

Telepresence customized for your application

- Bring telepresence to a room specific to your use case or add it quickly to enable an meeting room
- Full range of best in class integrator products
- Quick Set plus your flat screen to enable a custom room
Cisco TelePresence TX Series
The New Immersive Benchmark
Defining Immersive Collaboration
Enabling Collaborative Decision Making

On Demand Expertise

Strategic Intel

Extended Audience

New Environment

Requirements for success

Expected Results

- Distributed
- Complex
- Dynamic

Focus and Direction
Optimal Interaction
Synthetic Thinking
Inclusive
Convergence

- High Quality Output
- Low Time To Results
- Executive Alignment
- Action Plan
- Clear Decision
The Challenge - The Best of Both Worlds
…Built for the Next Generation

The best of both worlds  Built for the future of collaboration

…
Industrial design – Futurama
Commitment to user experience
Total TelePresence Experience – The TX Series
The Paradigm for Business Transformation

Immersive

• In-person experience for strategic meetings
• Immersive codec capable of 1080p60 Video and 1080p30 content sharing
• One button to push with Cisco TelePresence Touch
• Platform for the future – from immersive video to immersive collaboration

TX9000 & 9200

• The new immersive benchmark – state of the art industrial design
• Guaranteed, in-person immersive experience for 6 to 18 participants
• Accelerated deployment through reduced installation time, complexity and effort

TX1310

• Fully-integrated immersive room system on 65” plasma or 47” LCD display
• Voice-activated switching for 4-6 participants
• Supports bullet or round/square tables for a great in-room and across-the-table experience
Cisco CTS - TX9000
TX9000 - The Business Video Benchmark
TX9000 highlights

Thin light reflector (Textural facets technically angled to reflect light back to the users)

Top mounted speakers (for better audio)

Lowered screens (optimize visual real estate)
TX9000 highlights

- Integrated camera (unobtrusive camera cluster)
- Floating LED display
- 1 Light reflector, 2 setups (wall mounted or freestanding)
- Thinner profile
Thin table (warm and approachable)

Sleek, high quality table legs

TX9000 highlights
Inviting touch points
(simple integrated cable management, familiar Touch UI)
TX9000 Dual-row solution

Up to 18 seats with audio, power and ethernet
Out-of-the-box Immersive Capabilities on the TX Codec

4 TX codecs as standard capable of
- 1080p60 video*
- 1080p30 content*
- No compromise video and content support

The platform for the future
- Performance headroom
  - The horse power for the future of collaboration

* Future Software Release
TX9000 Bandwidth Requirements

Highest quality 1080p30 with lowest bandwidth, most adaptive in the industry

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<th>Resolution</th>
<th>Minimum</th>
<th>Recommended</th>
<th>Maximum</th>
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<td>1080p30</td>
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<td>720p30</td>
<td>3.1 Mbps</td>
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</table>

- Smart Media adapts to network latency, jitter and loss
- Enables average bit rates over shared links
- Reduction in bandwidth consumption over shared links
- Extends to all CTS endpoints

*Bandwidth is measured as average bit rate per second including audio, video and presentation streams and is applicable to converged networks. In a dedicated circuit, maximum bandwidth or burst measurements must be used.

* Does not include network encapsulation overhead which will differ according to the type of physical network.
TX9000 is ultimate experience within a continuum of Cisco TelePresence solutions.
Cisco on Cisco - Pervasive Video

- 10,900 meetings in the last 7 days
- 587,436 metric tons emissions saved
- 16,912 personal endpoints deployed
- $1 billion saved in travel costs

Number of Units Deployed

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Choice of Collaboration Experiences

Core Network Infrastructure

Medianet

10,900 meetings in the last 7 days
587,436 metric tons emissions saved
16,912 personal endpoints deployed
$1 billion saved in travel costs
Business Transformation – Pervasive Approach

Customer - US Financial Institution
Telepresence from the headquarters to regional and branch offices

Initially an decision-maker communication enabler with Immersive TelePresence.

Migrating to a broad roll-out beyond the headquarters.

WebEx (expanded deployment in process)

Large investment in infrastructure with CTMS and CT-MAN

Video network relies on client LAN and service provider Client Premise Equipment and data centers

Core Network Infrastructure

TelePresence Infrastructure

Extensions

Personal

Multipurpose & Solutions

Immersive
Enabling Cross-Enterprise Communication

Customer – Online Printing Services
Telepresence ties global workers together for competitive advantage

Situation
Initially, improve executive communication and reduce travel.

Quickly expanded to collaboration tools throughout the organization.

Solution
4
56
100
2,000 global voice
Full suite incl. VCS, TMS, MSE 8000
Call control for IP Voice with CUCM

Immersive
Multipurpose & Solutions
Personal
Cloud
TelePresence Infrastructure
Core Network Infrastructure

Future
Expand their telepresence and UC solution toolset.

Program to telepresence-enable every remote employee and any manager with >2 remote employees.
Video Market Maturity

- **In person**
  - Experience
    - ID
    - Look and Feel
    - Immersion
    - QSR

- **Pervasive**
  - Complete Portfolio
    - Scale
    - Bandwidth
    - Flexibility
    - Interop

- **Collaborative**
  - Collaboration Endpoint
    - Whiteboarding
    - Brainstorming Sessions
    - New use cases
    - Content Centric Meeting

Decision Making → Time
Looking Ahead to Immersive Collaboration

QSR Applied to the Virtual Canvas

Visual Collaboration

- RELIABILITY
- SIMPLICITY
- QUALITY
- Touch screen collaboration
- Integrated collaboration
- Advanced collaboration
Cisco TelePresence Touch

Consistent, intuitive control today; rich media advances in the future

**Touch Today**
- Consistent touch interface across the entire telepresence portfolio
- One button to push for scheduled meetings
- Global directories at the touch of a finger for ad hoc meetings

**Touch Evolution**

- Control (today)
- Presentation & Collaboration
- Web Applications
- Personalization

**Future Vision**
- Variety of sizes to meet future use case needs
- Rich media / collaboration
- 3rd party device considerations for graphics, control and call transfer
Expanding Collaboration Application Integration
OBTP Simplicity - The Webex Example

Simple, Intuitive Collaboration between WebEx & TelePresence
Scheduled & Ad Hoc meetings
WebEx OneTouch functionality

Future Software Development - WebEx App on Cisco TelePresence Touch
• Rich WebEx Features without a PC
Annotation
Using the Virtual Canvas to Make Your Point

Future Vision

Highlight your talking point...
Content Rich Collaboration

Content’s rising importance requires a strategy today for tomorrow’s collaboration

Future Vision

Sharing content flexibly and interactively for multi-user, multi-location and multi-source requires support to:

- Control content naturally and intuitively
- Drive placement of content locally while ensuring the best layouts for other locations
- Search, share and send content
Tying the Vision together
Cisco Collaboration for the new workspace

A comprehensive portfolio tightly aligned for a seamless experience

Collaboration development

- Webex Integration
- Jabber for iPad
- Unified Call Control
- Unified User Experience
- Medianet

Unified Communications
Collaboration Applications
Customer Collaboration
Telepresence

VIRTUAL ON PREMISE
Business Transformation - Cisco is the Only Choice

People first experience
  The technology disappears

The Immersive Benchmark
  Video and content together – no compromises
  Full interop – no boundaries

TCO Focus
  Bandwidth requirements – Best in the market, robust
  Supportability at scale
  Deployment and Installation optimized

The Portfolio Solution
  Integrated and integrator solutions
  Consistent user experience and design philosophy
  OBTP integration across video and collaboration

...Growth and performance
  The future of visual collaboration
Q&A
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