Cisco Telepresence Solution

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Agenda

- Cisco Meeting Server
- Expressway
- Video Endpoints
- Cisco Spark
Cisco Collaboration Solution

Unified Communications
Customer Care
Conferencing

Collaboration Edge Architecture

Cisco Network

EVERY POCKET
EVERY DESK
EVERY ROOM
Virtual Meeting Trends

The Modern Meeting

Virtual, Visual, Anywhere* (Wainhouse)

Video Conference Growth

97% use video conferencing more than 2 years ago* (Wainhouse)

Pervasiveness in Large Rooms

85% of large meeting rooms have video conferencing systems* (Nemertes)

Mobile Users Growth

Remote join and integration with web conferencing services are critically important* (Nemertes)

*references in notes pages
Cisco Meeting Server
Introducing Cisco Meeting Server

Every Pocket

Every Desk

Every Room

Preserve the User Experience

Cisco Meeting Server

Unify Disparate Infrastructure

Video Infrastructure

Audio Infrastructure

3rd Party/Skype for Business Infrastructure
This is my room
This is my room
This is my room
Cisco Meeting Server Capabilities

- Video Conferencing
- Interoperability
- Audio Conferencing
- Customization
- Recording
- Web Conferencing
Meetings

- Virtual rooms for audio, video, and web
- Unlimited spaces: as many as you want, for each project, and team
- Always available
- Follows your workflow
- Connect with any device
Spaces (Rendezvous, VMR, MeetMe)

- Virtual meeting rooms for audio, video, video and web
- Unlimited; one for each person, project and team
- Always available
- Follows the workflow
- Multiple devices

[Meeting Invitation Image]
Personal, Scheduled or Ad-hoc Meetings

• Personal meetings:
  • Invite others to your personal meeting using your own join details
  • With Spaces – users are in control
• Schedule meetings:
  • Leverage Cisco TelePresence Management Suite (including Microsoft Outlook integration)
  • One-Button-to-Push support
• Ad hoc with UCM
  • Easily escalate your 1:1 calls to include more people
Browser Access

- Anyone can join
- Chrome, Firefox, Opera – native WebRTC
- Safari, Internet Explorer – application cross launch
- Bidirectional content
- Guest access or User login
Acano Applications (WebRTC)

Guests enter Call ID

Users enter credentials
Branding

- IVR Backsplash
- IVR Voice Prompts
- WebRTC Splashscreen
- WebRTC Logo
- Customize Invites
Enable anyone to join your meeting with the Cisco® Meeting App:

- Fully participate with the benefit of exceptional video quality
- Control your experience with
  - Layout controls
  - Ability to invite others
  - Easily create new Spaces
  - Device mobility and flexibility
  - Roster list and mute controls
- WebRTC enabled browser support
  - Easily invite guests to join
Meet the way you want

Flexible In Meeting layouts

Customizable Branding

onePlusN and Equal layouts dynamically scale as more participants join

Customize
• Backdrop image
• On screen text
• Audio Prompts
Flexible Layouts
Choose the Best Layout family for your Device

Active Speaker

Overlay

Equal: 2x2, 3x3, 4x4, 5x5

onePlusN: N=5, 7 or 9
Meeting Recording

- Have access to meeting content after they happen with this new feature
- All recording goes to NFS systems for storage
- Recording could be automatic started for spaces, or with DTMF. Admin defined
- MP4 file format
Skype for Business Integration Types

- **Gateway:** Allows calling between room endpoints and Lync/Skype for Business
- **Spaces:** Room endpoints and Lync/Skype for Business users all connect on Cisco Meeting Server for best experience & content sharing
- **Dual Home Conferencing:** Room endpoints connect on Meeting Server with connection to Lync/Skype for Business meetings as full-featured participants (video, audio, & content)
- **Direct federation** with Office 365
Dual Home Experience Highlights

- Initiate every meeting using the Skype for Business Outlook plug-in without change in process
- Join using OBTP or via IVR from video or audio only endpoints

Cisco Endpoints

- Users are seen both on video endpoint or Skype for B.
- Shared roster
- Meeting Server can send both RTV and H.264 SVC streams to the AVMCU

Skype for Business
Cisco Meeting Server 1000

- 96 simultaneous HD video calls per unit
- Standard UCS, requires 1 Rack Unit
- SKU: CTI-CMS-1K-BUN (Cisco Meeting Server hardware and software pre-loaded)
- Requires VMWare license, purchased from Cisco or direct

- Add units to increment capacity
- Meetings can seamlessly span multiple servers
- Single support contract
Simple Ordering

Meetings for everyone as Easy as 1, 2, 3

Select Endpoints

Knowledge Workers

Shared Endpoints

Add the meeting license

CUWL Meetings per user

Add Servers

Shared Multiparty Plus

Cisco® Meeting Server 1000
Telepresence Architecture

Integrated Endpoint Experiences

Unified Communications Manager

Expressway-C

Expressway-E

Internet
B2B, B2C,
Cloud Services, MRA

WebEx

Jabber® Guest

Telepresence Content Server

Conductor

TMS

Instant, Personal and Scheduled CMR

Instant, Ad Hoc, Personal, Rendezvous, Scheduled
New Telepresence Architecture

Integrated Endpoint Experiences

Unified Communications Manager

Expressway-C

Expressway-E

Internet

B2B, MRA

Cisco Meeting Server Core

TMS

Cisco Meeting Server Edge

CMA

Lync/S4B Users

Instant

Ad Hoc

Personal

Rendezvous

Scheduled
Expressway
Principal Use Cases

- Enable ‘always-on’ collaboration outside the network.
- Bring disparate technologies to together.
- Extend collaboration to the cloud.

**Video Interoperability**

- Retain value of legacy and mass-adopted technologies
- Extend reach and usability for nascent technologies
- Provide a vehicle for full spectrum of video interoperability in past, present, and future

**Mobile and Remote Access**

- Connect remotely with Cisco endpoints
- Register directly to UCM
- Voice, Video, IM&P, Directory, Visual Voicemail outside the network without a VPN

**Consumer & Business to Business**

- Extend collaboration beyond enterprise border
- Fluid collaboration with partners and customers

**Hybrid Collaboration Services**

- Extend CMR and WebEx services to premise intelligently
- Seamless integration with future cloud services
- Investment protection for the Premise

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1. S4B/Lync user initiates either IM session or call
2. FE routes call to Expressway-C with SIP Broker
3. SIP Broker determines intent and routes call appropriately
4. IMs from IM/P server go straight to Skype
Enable registrations on Expressway
- Alignment with CUCM licensing
- TP Room Licenses for Room Endpoints
- User Licensing (UCL or CUWL) for Desktop Endpoints
- SIP only in X8.8
- H.323 registrations to follow in subsequent release
Expressway Registrations: Use Cases & Endpoint Support

- Customers that cannot deploy CUCM for video call control
- Customers using CUCM for video that have legacy / 3rd party endpoints

User Connect / UWL Licensing

Telepresence Room Licensing

Licensing Paradigm
Video Endpoints
Professional-grade Video Collaboration
...for Every Meeting Space and Every Knowledge Worker

- Best experience in the industry
- Collaboration focused
- Easy to use
- Pervasive

...for the next gen meeting spaces
Shared spaces, open spaces, wireless environments
Meeting rooms, Huddle rooms, Collaboration rooms, and more.

red dot award 2014 winner
red dot award 2015 best of the best
red dot award 2015 winner
red dot design award winner 2013
Project Workplace
Video enabling your workspaces

- Visualize spaces
- Optimize video experience
- Increase collaboration

www.cisco.com/go/projectworkplace
In-room control on Touch10

- Easily control peripherals such as lights, room dividers, curtains, etc. directly from the Touch 10
- Once configured, an icon appears on the Touch 10 in the top right corner; clicking this icon brings up the control panel
- Multiple pages can be configured with various different buttons and sliders
- A third party Control System (e.g. AMX, Crestron, etc) watches the codec output and uses the commands to trigger events
Control system interaction

- Enables the Touch 10 to interface to in-room Control Systems, complimenting their functionality and eliminating the need for many control devices in the same room.

- Control system registers for feedback on events based on user interaction on the Touch10 and performs actions accordingly.
PresenterTrack in CE8.1

- PresenterTrack offers automatic detection of a presenter and automatic tracking of that person as they move about the front of the room.
- The presenter will be kept in view and a high zoom level until they leave the presentation area.
PresenterTrack Configuration Overview

- A Precision 60 camera at the rear of the room is configured to capture the whole presenter area.
- A trigger zone is configured so that when a presenter steps into this area a crop of the presenter is created; the crop follows the presenter wherever they walk within the presenter area.
Cameras

- SpeakerTrack 60
  - Includes two Precision 60
  - Identical technology available in MX700/800

- Precision 60 Camera
  - 10x optical zoom / 2x digital
    - 20x total zoom
  - 80° HFOV
  - Basis for camera in MX700/800
SpeakerTrack Theory of Operation

- Audio triangulation - The microphone array behind the fabric panel is able to accurately locate voices within the room.
- Identification of a full or partial face is done in the CMOS sensor within each camera.
- When there is a match between a voice and a face, the computer in the base of the SpeakerTrack (or inside the MX700/800 monitor) instructs a camera to move.

Audio triangulation is a mature technology and works quite well.
CE (Collaboration Endpoint) is an evolution of TC7.x software, it is available on the new endpoint portfolio: SX10, SX20 (only with touch10 or TRC6 remote), MX200 G2, MX300 G2, MX700, MX800 and MX800 Dual

CE8.x inherits the years of development in TC software while being more streamlined, providing higher quality and higher feature velocity.
Endpoints supporting CE software

**ENDPOINT SUPPORT**

CE 8.x will support only the current portfolio.

TC 7.3.X will continue to support both the previous generation portfolio and current portfolio (in maintenance mode).

*In order to upgrade the SX20 to use CE software, a Touch 10 or TRC6 have to be used as interface control.
Software Options for DX Series

**DX with CE**
Platform consistent with room-based collaboration systems – focus is on innovating core collaboration capabilities

Best for HD video/audio with little need for customization

**DX with Android**
Allows for core collaboration capabilities plus extensive customization and access to third-party applications
Cisco Spark
Cisco Spark

A complete business collaboration service from the Cisco cloud that enables customers to message, meet, or call anyone, anywhere, and anytime. Cisco Spark is hosted by Cisco, and sold by partners.
Calls Tab in Spark client

- Included in all Spark offers
  - Calls Tab added in iOS, Android, Mac, Windows, and Web (Firefox Only)
  - Windows 10 Mobile client support coming later

- Call Spark Users
- Call SIP URIs
  - Works for free Spark accounts as well
  - Hybrid Users – Calls Handed off to CUCM
- With Spark Call & Hybrid Services
  - Call PSTN
  - Extension dialing
  - PSTN Incoming
TOMORROW starts here.