



## Cisco DX Series: No-Compromise Collaboration for Every Desk

Meet with clients and coworkers around the globe as if you're in the same room. With HD video and audio collaboration integrated into one sleek package, working together is as easy as swiping a screen.

### BENEFITS

The Cisco DX Series helps:

- **Enhance productivity and build strong relationships**, with video calls of such high quality that you feel as though you're in the same room.
- **Simplify collaboration** with an intuitive user experience and an easy self-provisioning process. Getting up and running is simple too. Users can set up any of the DX devices within minutes.
- **Clear desktop clutter** with multipurpose devices that provide HD video, unified communications capabilities, and a display for your laptop all in one with the Cisco DX70 and DX80.
- **Collaborate anywhere**—the office, home office, shared work spaces, or shared quiet rooms—using devices so affordable you can empower every desktop.

### Overview

Collaboration is vital to any organization. But it can be tough when employees, clients, and business partners are many miles—or even continents—away. Integrating the array of communications solutions you use to collaborate can be challenging and can leave you with a less-than-ideal solution.

You need integrated endpoints that make your communications and collaboration apps easier to use. That provide a high-quality experience that helps people work together comfortably. And that are affordable enough to equip the growing number of employees who need to collaborate from a distance.

The answer is the Cisco® DX (Desk Experience) Series. These multifunction touchscreen devices feature best-in-class high-definition (HD) video and essential Cisco Unified Communications telephony features. You can connect and collaborate with anyone whose device supports the H.264 AVC video standard.

Now a single device can replace your desktop IP phone and your external monitor. The DX Series integrates with your PC so you can use it as a display too. The DX Series takes collaboration to a new level with expanded capabilities and value-based pricing to scale to every desktop in your organization.

## Trends Drive Need for Simpler, Better Collaboration Tools

In the digital economy, businesses must innovate and develop products more quickly. Speed is a high priority. And the workplace is changing. Workforces are more mobile, telecommuting is common, and many organizations are moving toward more flexible, open office spaces with shared desks. Yet budgets are tight, and one area where companies are cutting costs is travel.

These trends are creating a growing need for better collaboration technology. A Frost & Sullivan study predicts that more and more organizations will be implementing pervasive video rollouts. "By 2020, we expect the use of video conferencing at work to increase by 30 to 50 percent," they report.

One barrier to greater adoption of video communication is complexity. The desktop is cluttered with multiple technologies and devices, including mobile phones, IP phones, web cameras, PCs, external monitors, and tablets. And most of these are not integrated well with collaboration applications.

Recent studies by Gartner, Forrester, and Frost & Sullivan show that most companies would like multipurpose desktop endpoints that go beyond basic voice communications for virtual meetings.

There are many reasons for this:

- They see video as a more effective way to communicate, where body language can be read and relationships improved.
- Executives and employees alike appreciate the flexibility of video conferencing in home offices to provide better work-life balance.
- Managers like to see their direct reports to foster trust and improved communication.
- HD video conferencing has been shown to make virtual meetings more effective, virtual teams more productive, and virtual expertise more accessible.

These factors and others are prompting companies to adopt collaboration solutions that go beyond basic voice communications and include an array of features and integration capabilities (Figure 1).

**Figure 1.** Evolving Trends That Are Shaping a New Era in Enterprise Communications



## All the Applications You Need in One Package

The Cisco DX Series blends mission-critical business communications with intuitive touchscreen navigation similar to consumer smartphones. The devices are easy to use and integrate with the communications and collaboration applications users need most. The DX Series offers:

- HD 1080p desktop video: Interoperable with Cisco IP phones, Cisco TelePresence® endpoints and room systems, the Cisco Jabber® application, and third-party endpoints supporting the H.264 AVC video standard.
- HD audio: IP phone that provides essential features for knowledge workers.
- Always-on capability: Audio and video features always take priority, so you won't miss incoming call alerts.
- Conferencing: Flexibility to add participants during a call with the ad hoc conferencing feature; compatible with Cisco Collaboration Meeting Rooms (CMR) and Cisco TelePresence Server.
- Enterprise-grade, end-to-end, multilevel access security (endpoints, Cisco Unified Communications Manager, network layer).

In just minutes, users can unpack any of the Cisco DX Series devices, plug them in, and launch a video call. It's fully touch-based—like your smartphone—to make everything easier. If you like, you can plug in a USB wideband audio handset or headset.

**Figure 2.** Cisco DX Series—DX650, DX70, and DX80



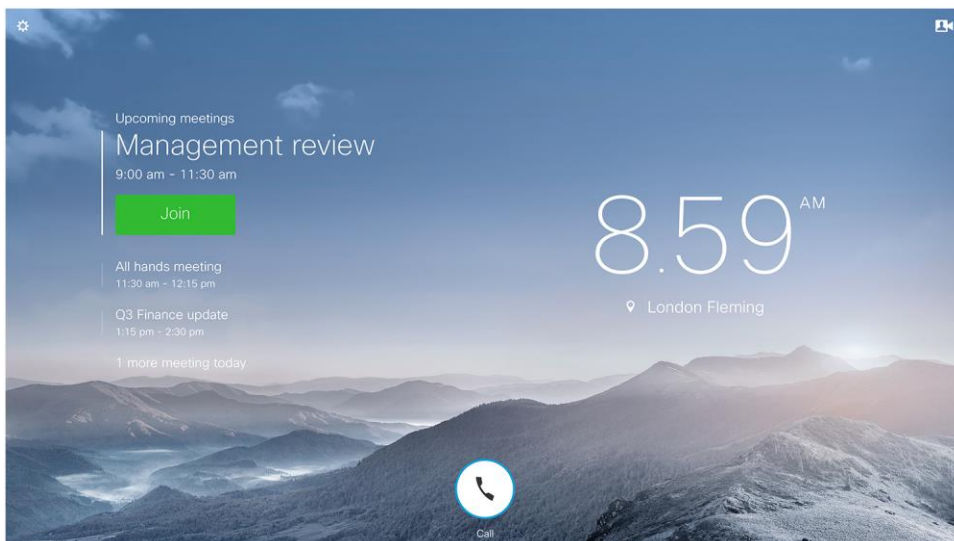
The Cisco DX Series (Figure 2) includes:

- Cisco DX650: Compact device with an integrated 7-inch touchscreen and the option to use it with an external monitor for content viewing.
- Cisco DX70: Midsize device with a 14-inch fully touch-based screen and the ability to share PC or Mac content while in meetings or use as an external monitor.
- Cisco DX80: Large 23-inch fully touch-based screen with the ability to share PC or Mac content while in meetings or use as an external monitor.

You can connect a PC to the Cisco DX70 and DX80 to use the DX display as an external monitor and to share desktop content in meetings through HDMI input. With a touch of a button you can easily toggle between PC mode and DX mode on the display.

The DX Series offers a simple, all-in-one solution for audio, video, and web conferencing. You can bring team members together effortlessly and easily join meetings from the home screen with just one button to push (Figure 3).

**Figure 3.** Cisco DX Series Home Screen



## Cisco Unified Communications Features

With the essential unified communications features knowledge workers need, the DX Series can potentially eliminate the need for an IP phone on the desk. The DX Series includes these Cisco Unified Communications features:

- **Contacts:** Browse favorites, recent contacts, and directories. Then, with a simple touch, reach the contacts you want.
- **Call features:** Similar to those on a Cisco IP phone, features on the DX Series include call history lists, hold/resume, call merging, dual-tone multifrequency (DTMF) tones, and auto-answer.

## Flexible Registration Options

Cisco video collaboration endpoints offer flexible registration models in the cloud and on-premises. They run Cisco Collaboration Endpoint (CE) Software, which can be registered either to use the Cisco Spark™ service for cloud registration or for on-premises registration (with Cisco Unified Communications Manager or Cisco TelePresence Video Communication Server).

**“By 2020, we expect the use of video conferencing at work to increase by 30 to 50 percent.”**

— Frost & Sullivan

## As Easy and Effective Outside the Network as Inside

Getting started with the DX Series is simple, even when deploying it off campus for remote workers. Administrators can use Cisco Expressway for quick and secure remote registration. With Expressway, users can access all their collaboration workloads (video, voice, content) without the extra step of using a VPN. Expressway offers an easy configuration process, allows smooth connectivity, and doesn't require any special equipment at remote sites such as Cisco Virtual Office.

## Multilayer Security

The Cisco DX Series features security at multiple levels. Endpoints can be configured to be protected by a wide range of security features such as encrypted media and signaling, administrator and user accounts and a PIN code to access settings. In addition, certificate support can be used for HTTPS server, SIP, IEEE 802.1X, and audit logging. Cisco Unified Communications Manager and Cisco TelePresence Video Communication Server provide the ability to secure the endpoint both inside and outside the enterprise.

## Options for Customization

You have the option to run the DX70 and DX80 on either Collaboration Endpoint (CE) software or Security Enhanced Android software. You can customize your experience on the DX Series via the Android operating system, an open development platform. Contact your Cisco account representative to learn more.

### The Many Faces of Collaboration

The Cisco DX Series works well for all collaborators—executives, managers, doctors, distance-learning instructors, nurses, and countless others who regularly interact with geographically dispersed colleagues, subject-matter experts, partners, suppliers, and customers.

**Figure 4.** The Cisco DX Series Meets the Collaboration Needs of Different Roles



Figure 4 shows examples of some of the ways the Cisco DX Series can encourage dynamic collaboration:

**Irene, supply chain manager:** Her primary communications are with partners and suppliers. Irene quickly coordinates virtual meetings using on-demand collaboration capabilities such as video and web conferencing and real-time content collaboration. With HD video communications, she can forge tighter relationships with key suppliers and avoid misunderstandings.

**David, VP of sales:** David uses desktop video for strategic meetings, discussions about major concerns, and crisis management. High-quality video and audio help speed decision making and establish good relationships with direct reports even if they are located in a different country. No-compromise collaboration helps him build strong relationships and resolve problems among his remote team—and helps them make the most of opportunities to sell more products and services.

**Dr. Stephens, oncologist:** Dr. Stephens often needs to collaborate with colleagues on patient diagnoses and treatment plans. Reliable HD video helps facilitate virtual discussions between experts, whether they're in an operating room or in their office, and can help accelerate collaborative processes related to patient care.

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## Why Cisco?

Today's enterprises require best-in-class communications and collaboration through an array of rich media and data applications. Cisco Unified Communications, collaboration, video, presence, and cloud-based applications are interoperable for investment protection. And they're proven, with more than 3 million video and Cisco TelePresence endpoints sold and millions of customers around the world using them every day.

## Cisco Capital

### Financing to Help You Achieve Your Objectives

Cisco Capital<sup>®</sup> can help you acquire the technology you need to achieve your objectives and stay competitive. We can help you reduce CapEx. Accelerate your growth. Optimize your investment dollars and ROI. Cisco Capital financing gives you flexibility in acquiring hardware, software, services, and complementary third-party equipment. And there's just one predictable payment. Cisco Capital is available in more than 100 countries. [Learn more.](#)

## Next Steps

For more information about the Cisco DX Series, visit <http://www.Cisco.com/go/dx> or contact your Cisco account representative.



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