Cisco Conferencing
WebEx and Meeting place
Cisco Conferencing

Compelling, productive and cost-effective experiences

Industry leading web, voice, and video conferencing

On-premises and on-demand deployment
Cisco WebEx® Meeting Center

- Documents, applications, and desktop sharing
- Multiparty webcam video
- Active Speaker, Meeting Controls

- On-demand record, edit and playback
- Chat, polls, annotation
- Attend through iPhone
Cisco WebEx Meeting Center – High Quality Video

New High-Quality Video Experience

- Higher resolution - Up to VGA quality
- H.264 standard
- Active speaker switching, full-screen video mode and more…
- Works with Cisco WebEx™ audio, partner audio, and planned to support Cisco® Unified MeetingPlace® 8.5

Customer Benefits

- Productivity
  - Engaging and collaborative meeting experience
  - Ability to see video as if you are there in person
  - Simple and easy to use through webcam

Partner Benefits

- Offer your customers a robust web, audio, and video conferencing solution
Cisco WebEx for iPad 2.0

Mobile Video Conferencing
- Multipoint Cisco WebEx™ high-quality video
- Host capabilities (schedule, start, and invite)
- Global language support

Customer Benefits
- Enhance and personalize mobile collaboration
- Fully participate with video, even when mobile

Partner Benefits
- Offer a robust web, audio, and video conferencing solution extended to mobile devices
- Demonstrate how pervasive video transforms the way we collaborate
Cisco WebEx Collaboration Cloud

- Multi-layered Security Model
- 8 Global Data Centers
- Intelligent Routing based on Location, Bandwidth and availability
- SAS70 Type II Compliant Audited against ISO 17799
- Seamless Global Backup for Data, Audio and Video
- Enterprise Policy Control
- 99.99+% Uptime
- Global Load Balancing
Cisco Unified MeetingPlace

Audio, Video & Web Conferencing for Cisco Unified Communications

Exceptional Experience
- Simple setup and attend
- Video - Desktop & Room
- On-premises or WebEx web conferencing

Low Total Cost of Ownership
- Leverage IP network for cost savings
- Scalable and Secure
- On-premises Audio for WebEx
On-premises Audio Conferencing

Unified MeetingPlace is the market leading on-premises audio conferencing solution*

- User controlled functionality
- Highly scalable, deployment options
- Flexible access
- Enhanced voice quality
- Specialty meeting support

* Source: Frost & Sullivan, Sept. 2008, 48% share
Cisco Unified MeetingPlace 8.0
On-premises Audio and Video Conferencing for Cisco UC and WebEx

- Enhanced WebEx integration
  - WebEx Node on MCS
  - WebEx Enterprise Edition
  - WebEx is the only Web option
- New Software on MCS Server deployment option
- Impromptu multiparty audio, video for Cisco UC
- Available March 2010
Unified MeetingPlace with WebEx

Combine on-premises audio for cost savings with SaaS Web for global reach and deployment ease

Simple
Integrated setup and attend
Single sign-on
Integrated controls

Savings
Leverage internal VoIP architecture
Reduce voice conferencing toll & services fees

Flexible Deployment Options
Unified MeetingPlace or WebEx setup & attend
Audio/Video-only or Audio/Video & Web
WebEx Node on MCS
Internal-only Meeting

- Internal users connect to WebEx Node for MCS
- Maintain meeting data, recordings on-premises
- Requires WebEx Contract, Signal to Cloud, MeetingPlace scheduling
WebEx Node for MCS
External Meeting

- External participants connect to cloud
- Single connection between WebEx Node & cloud
- Resiliency – Automatic overflow WebEx Node to Cloud

- MeetingPlace Audio/Video
- WebEx Node for MCS
- Internal/VPN
- External
Unified MeetingPlace 8.0
Hardware Media Server Deployment Option

- On-premises Audio and Video
- Video MCU – Transcoding, Continuous Presence
- Scalable – 2000 Audio, 300 Video

Application, Web & Integration Servers
Audio & Video - Hardware Media Server

Desktop Integrations
Audio/video endpoints

WebEx (SaaS) Web Conferencing

WebEx Node for MCS

WebEx Web conferencing
Unified MeetingPlace 8.0
“Express Media Server” Deployment Option

- On-premises Audio and Video on one MCS server – Low TCO
  Video - Switching up to high-definition (HD), active speaker displayed
  Scalable 1000 Audio, 300 Switched Video, WebEx Web

- Replaces Unified MeetingPlace Express (EoS in May 2010)
Cisco Unified Personal Communicator 8.0

Escalate to a Web Conference

Click the Web Collaboration button to initiate impromptu desktop sharing from:

- An active audio/video call
- IM window

- MeetingPlace 7 MP Web (Adobe)
- MeetingPlace 7 (Webex integration - Type 1)
- MeetingPlace 8 (Webex integration - Type 1)
WebEx Scheduling Option
Cisco WebEx Connect Collaboration Suite

User Experience
Common Cisco Client User Experience
My WebEx – Personalization

Presence & IM
Open XMPP Cloud as Presence Engine for Connect

Team Spaces/ Community
Support for Communities
Enterprise Social Networking
Wiki’s, ToDo List, Calendaring

WebEx Meeting Integration
Tight Integration with WebEx Meeting Center

UC Integration
CSF: Soft Phone
Desk Phone Control (if IP)
Visual Voicemail
WebEx Scheduling
WebEx Meeting launch from IP Phone

- Start talking to a contact over Cisco IP phone
- Click WebEx meeting button as shown in UI below
- WebEx meeting will be launched on your desktop
- Your contact will receive a prompt on his/her phone to join (see next slide for details)
WebEx Scheduling Option
Cisco WebEx Meeting Center on iPhone

- Native client for Apple iPhone
- Integrated audio and web conferencing on 3G or WiFi
  Also supports integrated data on WiFi and audio on 2G
- Data supported on iPod Touch
- Schedule, start and attend a meeting on the iPhone
- View presentations, applications and desktops with live annotations
- View and chat with attendees

Caveat: MP/Webex with SSO does not support iPhone join
Cisco WebEx Scheduling
Cisco WebEx Blackberry Support

View presentations, applications and desktops

View live annotations

View participant list

View meeting info

Caveat: MP/Webex with SSO does not support BB join
Telepresence
Cisco TelePresence
Powering the new way of working
The Promise of Cisco TelePresence
New Experiences Only We Can Deliver

Quality
• Natural communication
• High definition
• Face-to-face, in person experience
• Low latency
• Wideband audio

Simplicity
• One button to push
• Continuous presence
• Intuitive controls
• Integrated scheduling
• Ad hoc flexibility

Reliability
• Low TCO
• Standards based
• Investment protection
• Scalability

Collaboration
• Interoperability
• Webex, DMS, IPC, Customer Care integration
• Intercompany
• New experiences
• Doing more, better
Video Within Your Organization

**EXECUTIVE OFFICE**
Manage by “walking around” right from your desk

**ACTIVE COLLABORATION ROOM**
Bring teams together into a virtual meeting room. React, plan, and create at a moment’s notice

**IMMERSIVE**
Virtual meetings to strengthen relationships and finalize decisions with executives from around the globe

**DESKTOP**
Daily video that integrates with existing business tools

**LOBBY AMBASSADOR**
Meet and greet visitors from thousands of miles away.
**INDUSTRY**
Reach suppliers on the manufacturing floor, technicians on site, and emergency responders in the field.

**HOME OFFICE**
Productivity has no boundaries, whether in the office or working from home.

**CUSTOMER CARE**
Reach subject matter experts on demand.

**ANYWHERE**
The New Cisco TelePresence Portfolio
Integrated Architecture

Any to Any Interoperability

Endpoints

Complete Portfolio

Infrastructure

Scalable and Comprehensive

Cloud Services

Reliable, Secure and Global Reach
Cisco TelePresence
Next-Generation Infrastructure Portfolio

Call & Session Control
Comprehensive Cisco TelePresence session control via a complete set of capabilities for intra- and inter-company collaboration.

Management
Complete management with integrated scheduling, network and element management and reporting capabilities, including ROI tools.

Media Switching
Industry-leading switching capabilities for large and scalable multipoint meetings with security.

Media Services
Network-delivered media experiences such as multipoint, recording, streaming, transcoding, video analytics and tagging. Any-to-any interoperability via multiple capabilities.
A TelePresence experience for any situation

Business application defines immersive needs

Experience

Mobility
More than voice
Bandwidth limitation

TelePresence Immersion curve

Telepresence Enabled Use Cases

PC Mobility
Office
Multi-purpose & group rooms
Immersive & dedicated rooms

B2B
Customer facing
Group collaboration
Mission critical

The Cisco TelePresence Experience is now available across the portfolio!
<table>
<thead>
<tr>
<th>Investment Protection</th>
<th>... combined with innovation so you can drive productivity and transform the business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complete Portfolio and Architecture</td>
<td>... from immersive rooms to the desktop, to accelerate your use of video and collaboration</td>
</tr>
<tr>
<td>Best Interoperability and Intercompany</td>
<td>... for connecting to anyone, anywhere</td>
</tr>
<tr>
<td>Best Experience</td>
<td>... for video and services</td>
</tr>
<tr>
<td>Partners and Services</td>
<td>... consistency and evolution for new experiences ... the best of both today, and even better tomorrow</td>
</tr>
</tbody>
</table>
New Collaboration Experiences

- Active Collaboration Room
- Virtual Meetings
- CTS WebEx OneTouch

- Telepresence
  - Expert on Demand
  - HD Recording Studio

- Customer Care
  - Lobby Ambassador
  - Financial Services Expert

- Conferencing
  - Classroom of the Future

- IP Comms
- Conferencing
- Social Software Digital Media MXE
Unprecedented Interoperability Support
Technologies to support a range of collaboration experiences

Interoperability means working seamless across:

| Multi-vendor | … Standards-compliant video conferencing  
| | … Polycom, Microsoft, etc. |
| Native Telepresence | … driving TIP and industry standards |
| Intercompany | … for securely connecting across networks |
| Collaboration | … integration across IPC, WebEx, MOC, enterprise social software, and customer care for new experiences |
Enterprise TelePresence Endpoint Portfolio

**Immersive**
For dedicated rooms, the best environment for face-to-face virtual communications and collaboration

**Multipurpose**
An optimum telepresence experience for the widest range of conference rooms and environments

**Personal**
For telepresence experiences in personal office, at home for telecommuting applications, and while traveling

**Solutions Platform**
Core Cisco TelePresence components for any room, customized deployments and vertical applications

Comprehensive integrated solutions
Immersive Telepresence

**face to face**
Absolute quality, immersive face-to-face experience – feels like you’re in the same room

**collaboration**
Connect, share, discuss…easily collaborate over spreadsheets, presentations and more

**easy access**
connect with who you want, when you want… it’s about your entire community

---

CTS 3210  |  CTS 3010 and CTS Custom  |  CTS 1300  |  T1  |  T3 and T3 Custom Edition

**WebEx Integration**
One Button To Push Media Switching HD Content Studio

**Feature Expansion**
ActivePresence Touch Screen Display for UI In-table Collaboration screens Auto-escalation to multipoint
Immersive Endpoints
Cisco TelePresence Systems

Value Proposition

- Broadest immersive telepresence customer base with 60% market share across many verticals
- Adaptive to many room environments
- Single SKU configurations for 6, 14, 18 seats at the table
- Cisco UC integration - OBTP, CUCM, and CUCC enabled
- Optimized for CTMS Multipoint Segment Switching for ultra-low latency and high scalability at 1080p30 resolution
- One Button to WebEx
- HD Content creation studio (CTRS), DMS and MXE Integration
- ActivePresence now possible through TIP-enabled Cisco Telepresence Server

Value Proposition

- Growing install base with 15% market share
- Adaptive to many room environments
- Base models for 2 and 6 seat configuration with optional immersive room option (70% attach rate)
- Custom Edition allows for custom room build-out
- Integration with Cisco TelePresence Server provides full-screen ActivePresence with Polycom and CTS endpoints
- Point to point at 1080p30 and multipoint at 720p30 using TelePresence Server
- VCS call control linkage for non-Cisco UC prospects (including HD Microsoft OCS via Advanced Media Gateway)
- H.239 content sharing
Cisco TelePresence Multipurpose Portfolio

The industry’s broadest portfolio of integrated multipurpose room systems

Profile 42

Profile 52 | Profile Dual 52

Profile 65 | Profile Dual 65

Flexible room configurations to fit various spaces and environments
Multipurpose Endpoints

Profile Series

Value Proposition

- Multipurpose TelePresence experience integrated solution
- Multiple Display sizes 42-inch, 52-inch, 65-inch, dual screen configurations
- Flexible Continuous Presence options with many endpoints
- Highly integrated with market-leading Codian MCU platform
- Embedded MCU options for integrated multisite
- H.239 content sharing
Cisco TelePresence Personal Portfolio

On the Road

- Mobility
  - Movi with PrecisionHD

Office/Telecommuter

- Desktop Appliance
  - 1700
  - EX90
  - EX60

Executive Presence

- Immersive Office
  - Cisco TelePresence Solutions
    - 500
    - 1300
    - 1100
    - 32-inch & 37-inch

Cisco TelePresence Extensions

Moving from voice to video

- Cius
- 9900 Series
- E20
- EX Series
Personal Endpoints

**Value Proposition**

- Personal executive office solution
- Single camera
- 65-inch (1100 Series) and 37-inch / 32-inch (500 Series) screens for immersive office environments
- Cisco UC integration: OBTP, CUCM and CUCC enabled
- Optimized for CTMS Multipoint Segment Switching
- WebEx OneTouch enabled
- HD Content creation studio (CTRS)
- ActivePresence possible through TIP-enabled Cisco TelePresence Server

**1100 Series**

- Telepresence video for any user situation, broad deployment
- Highly integrated with standards-based endpoints
- High definition quality with 720p30 to 1080p30
- Multiple display sizes: up to 24-inch screens
- Embedded MCU options on select endpoints
- Standards-based content sharing options
- Highly integrated with market leading Codian MCU platform
- H.239 content sharing
Cisco TelePresence EX60

Personal Endpoint for the Desk

Product Description
- For knowledge workers, the Cisco TelePresence™ EX60 is the personal telepresence solution that delivers real-time desktop collaboration. As part of the total Cisco TelePresence portfolio, the EX 60 is the “little brother” of the EX90 and is priced for wider deployment throughout the organization.

Features
- 1080p30 and 720p60 video resolution brings the Cisco TelePresence experience to the desk.
- High-quality 21.5-inch PC screen with clear 1920 x 1080 resolution enables a transparent, one-tool device to work, meet, and collaborate; as compared to 24” screen on the EX90.
- Eight-inch touch-screen interface allows for simple control.
- Cisco TelePresence Precision HD USB Camera enables video clarity and optimal field of view.

Customer Benefits
- Face-to-face collaboration
- Productivity

Partner Benefits
- Personal telepresence collaboration for wider distribution throughout an organization
- Powerful new addition to the Cisco TelePresence product line giving partners the capability to present more options that best meet the needs of their customers
Cisco TelePresence System 500 32-inch

Personal Endpoint for Private Office

Features

- The Cisco TelePresence System 500 32-inch brings the virtual in-person Cisco TelePresence™ experience directly into the private office; smaller and more affordable than CTS 500 37-inch
- HD camera provides high-quality images, with excellent eye contact; camera auto-retracts when not in a call, leaving the full screen available for multipurpose use
- Full-duplex, CD-quality audio provides rich audio experience with no perceivable latency and no interference from mobile devices or cell phones
- Integrated lighting eliminates facial shadows and provides natural-looking video

Customer Benefits

- Face-to-face collaboration
- Productivity

Partner Benefits

- Powerful updated personal telepresence to the Cisco TelePresence product line giving partners the capability to present more options that best meet the needs of their customers
Which mobility client?

### Movi

**Extending Cisco TelePresence to the desktop**

- Best mobile telepresence experience
  - Send and receive 720p
  - Standards-compliant video and presentation sharing
  - Full HD interworking with MOC via VCS/AMGW
  - Enhanced features like FindMe, Clearpath, Multiway, bandwidth management
  - Leads to increased bridging ports and infrastructure sales

### Cisco desktop clients

**Enhancing Unified Communications with basic video**

- Adding video to enhance unified communications
  - Streamlined communications (presence, visual voicemail, communications history, Cisco IP phone control)
  - Selling up from voice to an enhanced UC experience
  - Excellent extensions to build on top of established Cisco UC customers

---

**Movi v4**

**Movi for Mac**

**CUPC**

**CUCIMOC**

**WebEx**
Cisco TelePresence Solutions Platforms
For Custom and Industry Applications

**Quick Set**
- C20 Quick Set
- MXP Edge
- Bundled components
  - Simple integration
  - DIY option
- Fast Deployment
  - Replicable Solution

**Custom Solutions**
- Broad AV Codec Series
  - C90
  - C60
  - C40
- MXP Codecs
- Flexible APIs
  - Integration Services
- Integrator Solutions
  - Differentiated Service

**Industry Solutions**
- Education
- Healthcare
- New Experiences
  - New Business Models
Solutions Platforms Portfolio

Value Proposition

- Specialized applications designed to meet vertical needs
- Industry-validated products and designs
- Based on same core technology as other products for full connectivity
- Vertical Applications
  - Virtual Class Room
  - Health Presence
  - Expert on Demand
  - Healthcare Clinical Presence System

Verticals

Horizontals

Value Proposition

- Use cases for departmental and vertical industry applications
- Solutions-based offer with integration to multiple Cisco platforms
  - CUCM, CUCC, WebEx, DMS
- Functional applications
  - Live Desk - New generation of immersive IT help desk
  - Virtual Lobby Attendant
  - Active Collaboration Room
  - Tactical Field solutions
# Multipoint

Industry leading multipoint options

<table>
<thead>
<tr>
<th>Positioning</th>
<th>TelePresence Servers (TS)</th>
<th>MCUs</th>
<th>Switching</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Cisco leading immersive multipoint solution with ActivePresence, ad hoc flexibility, individual transcoding and native interoperability with standards-based endpoints and TIP</td>
<td>The leading multipoint solution for single-screen endpoints with a variety of conference features, custom layouts for different meeting scenarios, and native interoperability with standards-based endpoints</td>
<td>Switched multipoint for customers wanting to build upon their existing investment</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Use case</th>
<th>Multi and single screen immersive</th>
<th>Single screen multipoint</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>ActivePresence</td>
<td>ActivePresence</td>
</tr>
<tr>
<td></td>
<td>One button to push on roadmap*</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quality</th>
<th>720p30 quality**</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Individual transcoding for best quality to every endpoint</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Interop</th>
<th>Full interoperability with any Cisco or 3rd party standards-based immersive or non-immersive endpoints</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TIP support</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Scalability</th>
<th>Expandable up to 144 screens, up to 48 screens per conference</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Scalability</th>
<th>Expandable up to 180 HD ports, 720 SD ports per chassis, up to 60 HD/80 SD ports per conference</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Scalability</th>
<th>Up to 48 screens in a conference</th>
</tr>
</thead>
</table>

* OBTP on roadmap
**1080p30 on roadmap
Media Services
Any-to-any interoperability and real-time media services

Key Features

- Communicate with other collaboration platforms and legacy video systems
  - ISDN, H.323 and SIP devices
  - HD interoperability with OCS

- Recording and content distribution technology to broadcast yourself and time shift meetings
  - Streaming services
  - On-demand
  - Downloadable media
  - Scale with CDN integration

- Advanced media transformation services
  - Live transcoding
  - Advanced media processing
  - Speech to text
  - Scalable, advanced architecture with network processing

Gateway Interoperability Services
- Advanced Media Gateway
- IP Gateway
- Video ISDN Gateway

Recording and Streaming
- CTRS
- TCS
- IP VCR

Media Transformation
- MXE
Network-Based Media Transformation
MXE provides media transformation and “interop” across media devices

- 1:1 Collaboration Meetings
- Corporate Communications Advertising
- Safety and Security
- Events Training Customer Care
- Consumer

Any-to-Any Media Transformation and interoperability
VCS and CUCM

VCS

Advanced Video Call Control
- Bandwidth Management
- Firewall Traversal and B2B

Rich Telepresence features
- Movi
- FindMe / Multiway
- Content sharing

Any-to-any interoperability
- SIP - H.323 Interworking
- 3rd party VoIP/UC interoperability

CUCM

Advanced IP Telephony/UC solution and video
- Virtualization
- Speech
- Presence
- Mobility
- Policy
- Video

SIP Trunk Interoperability

Cisco TelePresence Solution Experience

All endpoints to register to Cisco Unified Call Manager, beginning with E20.
Do I Sell VCS or CUCM?

Key TelePresence Features

- **Required for TANDBERG endpoints** for full functionality
- Firewall traversal via Expressway
- Advanced H.323 features: Gatekeeper, SIP interworking and gateway
- 3rd party PBX/UC gateway

**Required for CTS endpoints**

- UC/Telephony functionality
- One Button to Push
- Required for 9900 rollouts

Benefits

- Sell to CUCM customers to position entire portfolio
- Support for competitive products (Polycom, Lifesize, OCS)
- Enables ad-hoc/scheduled calling for BTB or for remote workers

- Sell to VCS customers to add interoperable UC and IP telephony solutions
- Enable CTS sales into TANDBERG accounts

- Market-leading video and collaboration solutions
- Broadest communications portfolio
- Protect investments in third party video and voice assets via standards
- Services complement product
Cisco TelePresence ActivePresence

**Product Description:** New Cisco TelePresence™ features that facilitate more natural interactions among participants

**Features**
- Continuous presence - Allows viewing of all participants on a telepresence call
- Voice switching - Gives prominence to active speaker
- Feature is shared by WebEx High Quality Video

**Customer Benefits**
- Greater visibility and participation by all attendees

**Partner Benefits**
- Full-featured products give partners competitive advantage in selling Cisco TelePresence portfolio.
Cisco TelePresence Exchange System

New Cloud-Based Architecture for Hosted and Managed Telepresence for Service Providers

Features

- Enhanced service provider cloud-based architecture solution for subscriber-based hosted and managed telepresence and business-to-business services
- Telepresence, HD and SD video endpoint support, cloud-based interoperability recording services, and advanced apps
- Modular architecture that scales for regional and global deployment
- Partner Benefits (partner is the customer)
- Subscriber-based services for Cisco TelePresence™ collaboration
- Reduced service provider TCO: Integrated platform and operations tools, and flexible licensing
- Service velocity for enhanced services and collaboration
- Expanded collaboration service portfolio for public services
Why Cloud Services for TelePresence?
Enterprise Benefits – Enabled via partner led model

So You Don’t Have To
- Easy to deploy
- Evolves with my business
- Hosted apps and community access delivers rich experience

New Capabilities
- Easy to use
- Interoperate with other organizations, other endpoints, other networks

Pay As You Go
- Easy to get started
- Global scalability
- Grows with my business

Reduced Complexity

Business Applications

Payment Flexibility

Hosted apps and community access delivers rich experience
Customer Benefits

- Support expanded calling communities with hosted and exchange services for immersive TelePresence

Cisco Advantage

- Accelerate endpoint sales and video community network effect
- Differentiate B2B approach vs competitors
Cisco TelePresence Suites

Expands the reach of enterprise CTS deployments

- Cisco competitive advantage: integrate public to private services
- Customer portal: easily find, book, and invite meeting participants in public or private enterprise locations
- Flexible pay by the hour or pay by the day models
- New real-time scheduling portal enables central reservation system

Supporting New Customer Use Cases

- Customer Events
- Product Launch, Media Roadshow
- Remote Interview/Hiring

Visit [www.ciscotelepresencessuites.com](http://www.ciscotelepresencessuites.com) to find locations or to schedule a demonstration