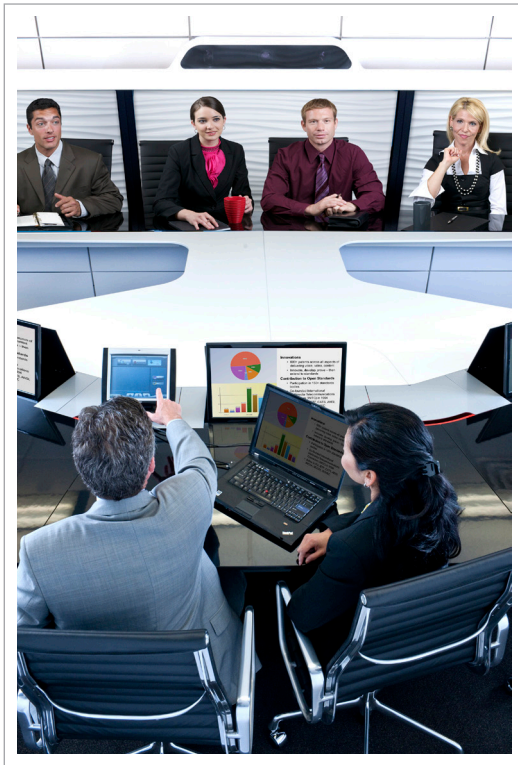


▶ Five Myths About Telepresence



The Polycom® Open Telepresence Experience™ (OTX™) Solution

Fact: Visual communication is rapidly transforming the way people learn, live, and work.

“Telepresence Uses Too Much Bandwidth”

Since the advent of the H.264 High Profile compression standard, bandwidth requirements for telepresence have been reduced by up to 50 percent. The benefit to organizations is made clear by decreased network costs, expanded deployment options, and improved user experiences. In the past (and presently with certain vendors' offerings) telepresence calls required over 1Mbps to achieve high definition quality. With Polycom and H.264 High Profile, HD calls are now possible at 512Kbps per second, while Standard Definition calls have been reduced from 256Kbps to just 128Kbps. This enables telepresence to be deployed more cost-effectively to more people than ever before, and overcomes a huge barrier to entry for organizations so they can leverage the benefits of telepresence.

“Telepresence Is Only for Executives”

From HD television to YouTube to the Apple® iPad®, the ubiquity of visual communication is rapidly transforming the way people learn, live, and work. Telepresence is no exception; however, instead of passive participation, it establishes rich and engaging real-time interactions between individuals and groups separated by distance. This is especially valuable as globalization links colleagues, coworkers, and customers across geographies and cultures; telepresence is the ideal medium for establishing relationships, avoiding miscommunication, and reaching consensus in this video-powered world. With options that span mobile devices, desktops, home offices, conference rooms, executive offices, and immersive suites, telepresence is now viable for any environment or budget requirement.

“Telepresence Is Too Expensive”

Like many technologies moving beyond the “early adopter” phase, as the quality of telepresence has increased, its cost has decreased. As a result, organizations are easily making a business case for telepresence, with a typical ROI occurring within six-to-twenty-four months of deployment. (On some occasions, the use of virtual meetings has recouped initial cost within a single week-long training session.) High definition solutions also have faster adoption rates than traditional video conference systems, resulting in expanded savings through more frequent use. Additionally, with the bandwidth savings realized from H.264 High Profile, the total cost of ownership for telepresence has been significantly reduced. When considering the real and opportunity costs associated with travel (including airfare, hotel, lost productivity in transit, and time away from friends and family), in addition to the benefits of accelerated decision making, more effective collaboration, and work-life balance, the business case for telepresence has never been stronger.

“Telepresence Systems from Different Vendors Don’t Connect”

A majority of telepresence solutions in the market today are designed on industry standards and thus fully interoperable with no impact on user experiences. However, some vendors developed their telepresence offerings either as proprietary projects in response to a specific customer request, or as adjuncts to their existing portfolio of network products. Communicating with these closed systems, while not impossible, is complicated by their use of internal proprietary protocols and the need for intermediary gateways to establish connectivity. The result for users is often a degraded quality of experience and more costly and complicated deployments for IT departments. To sustain the long-term viability of any telepresence and video investment, forward-thinking organizations should seek to invest in standards-based telepresence solutions, most often characterized by widely-recognized protocols such as H.264 video compression, H.239 content sharing, and AES security encryption.

“Telepresence Calls Can Only Be Made Within My Organization”

Telepresence solutions extend real-time collaboration between organizations and enable customers and partners to become part of your video ecosystem—securely, easily, and affordably. By using standards-based telepresence systems, teams and individuals can collaborate in either point-to-point or multipoint calls, through video or audio, and share content in high definition quality. And as Unified Communication (UC) applications, such as Microsoft® Office Communications Server (OCS) and IBM® Lotus® Sametime®, increasingly become video-empowered, the ability of telepresence to improve productivity, reduce costs, and improve decision-making is extended to more users and becomes part of the telephony, email, and mobility tools they already use.

Learn More

Don’t let these myths stop you from realizing the very real benefits that telepresence and video can bring to your organization. To learn more, visit us at www.polycom.com or call 1-800-POLYCOM to speak with a Polycom representative.



The Polycom OTX Solution



The Polycom® RealPresence Experience™ (RPX™) Solution

Polycom Worldwide Headquarters
4750 Willow Road, Pleasanton, CA 94588
1.800.POLYCOM or +1.925.924.6000
www.polycom.com

