Cisco Telepresence Solutions

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Agenda

- Telepresence Architecture Today
- Telepresence Endpoints Update
- Telepresence Infrastructure Update
- Mobile Collaboration
- Webex OneTouch
Cisco Collaboration Solutions

Unified Communications

Customer Collaboration

Collaboration Applications

Telepresence

Integrated Experience
TelePresence Delivers The “In-Person” Power to Transform Business

Reduce Travel
- Spend less on travel - more on opportunities for growth
- Be greener – reduce CO2 emissions and further CSR goals

Optimize Employee Time
- Minimize business travel-related downtime
- Enhance teleworking capabilities
- Increase productivity
- Improve work/life balance

Speed Decision Making
- Accelerate business critical decision making
- Accelerate sales cycles
- Reduce time to market
- Create new forums for collaboration
- Build competitive differentiation

Transform Business Models
- Scale expertise across the globe
- Redefine customer service models
- Unify your entire supply chain
- Transform every corner of your business and industry
Cisco offers the total Telepresence solution
• CTS endpoints only supported proprietary MUX protocol
• Minimal interoperability between UC Manager and VCS Control
• TelePresence Server (or MXE) needed to bridge incompatible media types
Endpoints Can Now Be Deployed…

- E20, EX, MX, SX and C-Series endpoints can now be deployed on UC Manager
- Any-to-Any native point-to-point interoperability
- UCM-VCS SIP Trunking enhancements for maximum interoperability
Multipoint Devices Can Now Be Deployed…

- MCU deployed on UCM for: Conf / Join / Barge features on UC endpoints (single-screen only)
- MCU deployed on UCM for: rendezvous/scheduled (single-screen only)
- MCU deployed on VCS Add Participant / Join Participant features on VCS endpoints (single-screen only)
- MCU deployed on VCS, or trunked to UCM, for rendezvous/scheduled (single-screen only)
- TS deployed on VCS, or trunked to UCM, for rendezvous/scheduled dial in meetings (single-screen or TIP)
- CTMS deployed on UCM for rendezvous/scheduled dial in conferences (TIP only)
Unified Call Control for video everywhere

Uniﬁed Call Control

Tel ePresence
Applications

Expressway™
B2B / Firewall Traversal

Conductor
Advanced Enterprise
Conferencing Services

H.323 Gatekeeper
H.323-to-SIP GW
IP PBX video trunking

B2B and Remote Worker

Distributed Conferencing Services

3rd Party/H.323 Video Endpoints
Cisco Video Architecture Today

- Unified CM
- Video Communication Server (VCS)
- MCU's, TS
- CTMS
- MXE 5600
- Ad-hoc conf MCU
- CTS Series
- CUVA, CUPC, 79xx, 89xx, 99xx, Cius
- TMS
- CTS Manager
- CTMS
- Unified CM w/IME
- CUBE
- VCS-E
- MCU's, TS
- H.320 GW's
- E20
- EX, C, SX, Profile Series
- MXP, T Series
- 3rd Party Video Endpoints

Connections:
- SCCP
- SIP
- H.323
Telepresence Endpoints Update
- Clearly designate the endpoint category
- Product Names will be category + number
  ex. MX200
  Full name: Cisco TelePresence MX200
- New structure used as new products are introduced
Cisco TelePresence Immersion Curve

**Face to Face**

**In Person Experience**

**TelePresence Extensions**

**Voice moves to Video**
Enhanced personal presence in the office, home or on the road

**Operational Teams**
Face-to-face interactivity for better team execution

**Strategic Engagement**
In-person collaboration for strategic meetings

Business Critical Use case

Video-enabled web and voice

Personal

Multipurpose & Solutions

Immersive
Cisco TelePresence Quick Set SX20

High Performance and Flexibility

Key features
- Transforms a flat panel display into a 1080p HD meeting space
- Provides up to 1080p60 main video and 1080p15 content sharing
- 4-way embedded MultiSite
- Sleek, compact design
- Same UI, feature set, and APIs as C-Series portfolio
- Cisco Telepresence Touch 8 (optional)

Customer benefits
- Best value offering in the market
- Compact and flexible for your individual video needs.
- Consistent and easy – Part of the Cisco Total Solution

Availability
Available Now.
SX20 Details

**Video**
- Input: 1 x HDMI (custom) + DVI-I
- Output: 2 x HDMI

**Audio**
- Microphones: 2 x mini-jack
- Input: 1 x line in (mini-jack)
- Output: 1 x line out (mini-jack)

**Connectivity**
- 1 x Gigabit Ethernet
- IR for remote control
- 2 x USB (future use)

**Other**
- 1 x Power Input
Cisco TelePresence MX300 and MX200
Plug & play telepresence into every team room

Fully-integrated room system with Cisco TelePresence Touch, brilliant HD video and collaboration on a 55” or 42” display

• Out of the box and on video in 15 minutes
• Priced to scale Telepresence to more rooms
• Rapid global service network that is unmatched
Box to call in 15 minutes
IT team can set up and provision remotely, in advance

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<table>
<thead>
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<tbody>
<tr>
<td>1</td>
<td>OPEN BOX, SIMPLE SET UP</td>
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<tr>
<td></td>
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<tr>
<td>2</td>
<td>TYPE IN USER CREDENTIALS</td>
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<td>3</td>
<td>SEARCH CORPORATE DIRECTORY</td>
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<td></td>
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<tr>
<td>4</td>
<td>MEET FACE TO FACE</td>
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MX300 Specifications

• 55” LCD Screen with clear 1920 x 1080 resolution;
• Video resolutions up to 1080p30 and 720p60
• HD content sharing up to WXGA and 720p30

• Cisco Touch 8” interface for simple control
• Dedicated Camera presets for flexible, easy views for different meeting scenarios
• Embedded Microphone
• Mounting option: Floor Stand or Wall Mount
## Differences from MX200....

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<thead>
<tr>
<th></th>
<th>MX200</th>
<th>MX300</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display</td>
<td>42”</td>
<td>55”</td>
</tr>
<tr>
<td>Sound</td>
<td>One base speaker</td>
<td>Two base speakers + larger full tone speaker</td>
</tr>
<tr>
<td>Microphones</td>
<td>Bundled with 1 microphone</td>
<td>Bundled with 2 microphones</td>
</tr>
<tr>
<td>Software support</td>
<td>Supported from TC 4.2.0</td>
<td>Supported from TC 5.0.1</td>
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Cisco TelePresence TX1300 Series
Same immersive experience built on the new platform of the future.

TX1300 Series brings the Cisco immersive experience to your team meeting room. Providing a guaranteed experience yet with the room flexibility to fit your business needs.

Customer benefits
- In-person experience built on a new platform designed for future, advanced collaboration features
- One button to push and ad hoc calling is even easier with a simple intuitive touch user interface
- Supports bullet or round/square tables for a great in-room and across-the-table experience

Key information
- Fully-integrated immersive room system with brilliant 1080p HD video and content sharing on 65” plasma or 47” LCD display
- Cisco TelePresence Touch 12 intuitive interface
- Voice-activated switching for 4-6 participants meeting at your existing table
- Mounting options include wall-tethered (1300 47 and 1300 65) or pedestal (1300 47 only)

New Products!
- CTS TX1310 65”
  Expected availability: Q2CY12
- CTS TX1300 47”
  Now Shipping!
TX 9000
THE BEST OF BOTH WORLDS
AND BEYOND
Cameras
THAT MAXIMIZE THE VISUAL EXPERIENCE

- Clustered to create continuous whole-room experience with no field of view overlap.
- Hidden to minimize obtrusiveness and maximize screen real-estate.
- Placed to deliver the best eye-contact experience in the market.
- State of the art technology to enable 1080p60 image capture.
Reflectors

DESIGNED FOR SIMPLICITY, FLEXIBILITY AND ELEGANCE

- High quality integrated facial lighting, with reduced glare.
- No specialized room lighting required.
- Flexible deployment options (wall mount and free-standing).
- One-inch thin form factor with textural facets angled for optimum lighting.
Screens

65” SCREENS POSITIONED PERFECTLY

- Newly positioned to reduce camera intrusion while maintaining eye-gaze.
- 65” screens provide the best immersive experience.
- Best viewing angle in a 3-screen system.
Tables
ENGINEERED FOR IMMERSION

• Engineered, curved shape provides “at the table” experience for all participants.
• Free-standing to enable optimal experience through relationship of screens, cameras and table.
• Aesthetically designed wood surface.
• Sleek, high quality, highly durable table legs.
Audio

MICS AND SPEAKERS PROVIDING IMMERSIVE AUDIO EXPERIENCE

- 12 speakers above main screens provide optimized solution for single and dual row versions.
- Integrated in-table mics provide the best audio experience and superior blocking of cellular signal interference.
- Mics placed to optimize audio reach throughout room.
- Inviting, discrete touch points.
- Local-mic and room-mute features.
Touch UI

TELEPRESENCE TOUCH SCREEN USER INTERACTION

• Common user experience.
• Portfolio of devices, functions optimized for endpoint segments.
• Common design language across the product family.
• Application and collaboration platform.
Codec
1080P60 VIDEO AND 1080P30 COLLABORATION CAPABLE*

• Capable of delivering three simultaneous 1080p60* video streams and one HD full-motion 1080p30 content sharing stream.
• Out-of-the-box. No additional codecs or processors required.
• No trade-offs between video and content quality.

*Future software development
Telepresence Infrastructure Update
Cisco MCU 5300 Series

Extending Advanced Telepresence Capabilities to the Mid-Market

Key Highlights
The industry first hardware expandable appliance MCU with new stacking capability
Builds on Cisco’s unrivalled heritage for investment protection and quality with its world leading range of MCUs
The most comprehensive range of field upgradable MCUs available on the market

Features
Field upgradeable via stacking and software licensing
Comprehensive conferencing capabilities, based on same software as market leading MCU MSE 8510
Flexible licensing model from 360p through to 1080p

Customer Benefits
Protects customers’ investment with unique field expandable capabilities
Provides an entry-level appliance that can grow as telepresence usage accelerates
Cisco TelePresence Conductor
Simple, Natural Conferencing

Conductor

360p to...

MediaNet

...1080p

Immersive

Multipurpose

Personal
TelePresence Conductor Scalability

• Cluster deployment
  ✓ Supports up to 150 MCUs with full clustering deployment
    o Supports up to 5 TelePresence Conductor Clusters
    o Each TelePresence Conductor/Cluster TelePresence Conductor supports up to 30 MCUs
Cisco TelePresence Synch
Enables Connectivity with existing e-whiteboards

- Better together – marries benefits of TelePresence and IWBs
- Available stand-alone, or bundled with C20, C40
Cisco TMS + Prime Collaboration Manager
Superior Cisco solution

Cisco TMS 13.1
• Management
• Monitoring
• Endpoints Provisioning
• Conference Scheduling
• Phonebook/directory Services

Cisco Prime Collaboration Manager
• Real-time visualization and troubleshooting of live sessions
• End-to-end visibility down to media packet level
• Advanced alarming, diagnostics and trouble isolation
• Executive summaries and easy to use reports
Cisco TelePresence Advanced Media Gateway

“Cisco TelePresence Advanced Media Gateway 3610 enables customers to communicate between TelePresence and OCS/Lync in HD 720p”

New Features

- HD support for Microsoft MOC Server and Lync Server
- End to end encryption of calls
- Support for VCS 7.0 and Microsoft Communicator for Mac 2011

Customer Benefits

- Maximize return on video and Microsoft investments
- Enable secure communications
- Superb HD interoperability and scalability

Partner Benefits

- Third party and HD interoperability with Microsoft
- Drive HD video adoption and usage, resulting in endpoint and infrastructure uptake
Mobile Collaboration
Cisco Mobile Collaboration
True Business Mobility

Mobile Phone Apps
- Cisco Jabber
  - Cisco WebEx Meetings
  - Cisco Quad

Voice & Video Over WLAN
- VoWLAN IP Phones
- Voice/Video on mobile devices

Cisco Jabber Laptop Apps
- Cisco Jabber for Windows & Mac
  - Cisco Jabber SDK

Call Control
- Cisco Unified Communications Manager
  - Cisco Unified Mobility

Access and Security
- Wireless LAN Controllers and Management
  - Cisco ASA 5500
  - Indoor and Outdoor Access Points

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Cisco Jabber - The Power to Collaborate
Offering All-in-One UC Applications

All-in-one UC Application
- Presence & IM
- Voice, Video, voice messaging
- Desktop sharing, conferencing

Collaborate from Any Workspace
- PC, Mac, tablet, smart phone
- On-premises and Cloud
- Integration with Microsoft Office
Cisco Jabber Video and Jabber

Cisco Jabber Video (former Movi)
- HD Video on PC or Mac

Cisco Jabber
- All-in-one UC Application

Dedicated TelePresence Application
- VCS, & Jabber Video cloud

All-in-one UC Application,
- PC & Mac,
- Smartphones, Tablets
- On-premises and Cloud
Cisco Jabber Video for TelePresence („Free Movi”)  
Available Now!

https://www.ciscojabbervideo.com

Extend Your Telepresence Calling Circle

- On the CiscoJabberVideo.com website, users can download the client or send an invite to someone else.
- Service available for users with Mac or PC with a Web cam
- Up to HD 720p video quality
Cisco Why Cisco Jabber Video?
Enhances connectivity value to existing TP customers

Cisco Jabber Video complements the Cisco TelePresence portfolio with a global solution to allow customers to simply add external contacts into their video calling network.

Extend video network to:
Vendors, partners, and suppliers. E.g. ad agencies, logistics/parts vendors, boutique services firms
Interviewees, guest speakers
Highly mobile or remote employees

Send a simple invite to connect on video with others
Things to keep in mind
Cisco Jabber Video service is not a replacement for enterprise corporate-wide solutions

What Cisco Jabber Video is...

- A standards-based free client that provides up to HD 720p video
- Adds value to existing TelePresence customers by quickly and easily extending their reach
- A simple solution to link up suppliers, partners, or customers that aren’t using telepresence today

...and what it is not.

- An integrated TelePresence rollout with on-premise flexibility, and end-to-end management and control
- An enterprise grade client with:
  - Call path and media policies
  - Provisioning
  - Company domain addressing
  - Corporate directories/phone books
- Enterprise support model
Webex on Mobile Devices
Cisco WebEx Meetings

- A completely new, engaging video experience in WebEx Meeting Center, Training Center and Support Center
- High-quality resolution: 360p
- Active speaker switching
- Full screen video turns web conference into virtual video conferencing room
- Mobile tablet support on iPad and Cius
- Integrated TelePresence experience with One Touch

Preinstalled on Cisco Cius

iPhone, iPod touch, iPad

Android smartphones & tablets

BlackBerry smartphones

Over 1 Million WebEx Mobile App Downloads
Webex OneTouch
WebEx and TelePresence coming together
Cisco TelePresence WebEx OneTouch

- “One button to push” to launch WebEx from Cisco TelePresence endpoint
- Two-way data sharing for WebEx and Cisco TelePresence attendees
- Integrated audio and unified participants list
- TelePresence video in a WebEx Meeting Center meeting
WebEx OneTouch

OneTouch can now be also scheduled from Outlook.

After scheduling OneTouch meeting appears In WebEx.

Outbound Port 443 Connection

3rd party/Movi/MXP

CTMS

MXE

EX Series

C Series

CTS

CTS-Manager

Scheduling API

H.264 360p* Video

H.264 XVGA Data

Control

Audio Sync

Audio Conference

WebEx TSP API

WebEx Client
What Pervasive Video Looks Like …

Cisco-on-Cisco

- B2B = FY’11 10,000+ End Points
- B2B = FY’12 20,000+ End Points

- Immersive: 402
- Multi Purpose: 471, 800
- Personal: 3602, 6000
- Jabber /Movi/Cius /Videophone: 5638, 15000

- WebEx

- Core Network Infrastructure: MSE 8000, 40x CTMS, 4,500 Conferencing Ports

- Medianet

- CUCM, VCS, TMS
Thank you.