



Cisco TelePresence is a new technology that creates a unique, in-person experience between people, places, and events in their work and personal lives. The first application, the Cisco TelePresence Meeting solution, combines life-size, ultra-high-definition video images with spatial audio, and a specially-tuned environment to make users feel as if they are in the same room with participants in remote locations. It is extremely user-friendly, using enterprise groupware for scheduling, and a Cisco Unified IP Phone for automated call launch. This solution empowers users to interact and collaborate like never before.



The comprehensive solution includes the Cisco TelePresence technology, as well as a variety of Cisco TelePresence endpoints (Cisco TelePresence 3000 and 1000) for group meetings as well as one-on-one discussions. It also includes the Cisco TelePresence Manager (scheduling and management), and integration to both Cisco Unified Communications Manager and the network, delivering dial tone reliability and the ease-of-use of a telephone. A variety of optional applications provide users a wide range of choices for their deployment.

- Cisco TelePresence 3000 (pictured above) is a three-panel plasma screen system, with a table that seats six on each side for group meetings.
- Cisco TelePresence 1000 (pictured below) is a single-panel plasma screen system that is designed to be installed in a variety of environments as a free-standing unit, particularly executive offices and general purpose conference rooms.
- Cisco TelePresence Manager controls scheduling, management, and reporting capability with full call detail recording. It enables integration to enterprise groupware for easy scheduling of Cisco TelePresence calls through your calendar.
- Integration with Cisco Unified Communications Manager provides Cisco TelePresence with just one button to push to launch calls directly from the phone.

- Cisco TelePresence supports information sharing during meetings using the "Auto Collaborate" feature. This unique Cisco innovation allows people in all rooms to instantly see and share information or objects with others, simply by plugging in a device such as a laptop computer or a high definition document camera. An object, document, or any application on a PC can now be shared in plug-and-play fashion. This feature projects images from the most recently activated device to all rooms in the meeting automatically without any user invention.
- Cisco TelePresence Multipoint Switch supports up to 36 locations in a single call with the same ease of scheduling and "one button to push" call launch as in a point-to-point call. Cisco's unique voice-activated switching displays active speakers by site or by individual segment (per screen), and all participants always remain life size no matter how many people participate in the meeting.
- Cisco uses standards to integrate existing applications, such as your company's investments in groupware, as well as traditional, standards-based H.323 video endpoints. Now you can incorporate existing investments while realizing the benefits of Cisco TelePresence.
- Integration with Unified Communications provides users with the ease of "one button to push" call launch, as well as telephony features such as hold, mute, and conference. It also provides integration with telephony applications such as Contact Center. Cisco TelePresence Virtual Agent combines a Cisco TelePresence 1000 with Cisco Unified Contact Center Express, a fully integrated contact center application. This application enables organizations to scale the expertise of employees and provide better "on-the-spot" customer service, particularly when a personal touch or customer relationships are important to the interaction.
- Because Cisco is the leading provider of IP networks, the company is uniquely qualified to provide organizations with secure business-to-business connectivity for TelePresence, enabling you to connect to co-workers, customers, and partners over your existing enterprise and service provider IP network, all with the same "one-button-to-push" ease of use, calendar-based scheduling and quality experience.
- Services deliver the Cisco TelePresence Experience and accelerate the successful deployment of a high-quality, reliable "in-person" meeting experience. Initial prepare, plan, and design services prepare your network to deliver the consistent quality level of the Cisco TelePresence Meeting solution. Operate services provide peace of mind for your IT staff and reduce risk of downtime by providing day two remote monitoring, management and maintenance



What Are the Benefits of Cisco TelePresence?

- Users connect to customers, partners, and coworkers with high impact, building trust, understanding and relationships.
- Quality, simplicity, and reliability let users focus on the meeting, and communicate as naturally and effectively as if face-to-face.
- The solution increases productivity through more interactions and less travel; it scales executives and subject matter experts as never before, changing business models and enabling users to differentiate themselves competitively in a way their competition cannot match
- The solution speeds time to market and enables faster decision-making by making the right resource available at the right time.
- Users recover time normally spent traveling to and from meetings, making them more productive and enhancing quality of life
- The solution takes advantage of the reach, intelligence, and services in the network to deliver a new communications experience.
- This flexible solution integrates easily with existing network, unified communications, applications, and management tools.
- The simplicity and “self-service” model of the solution frees IT staff to focus on strategic projects instead of basic operational tasks.

Why Should I Care About Cisco TelePresence?

The Cisco® TelePresence Meeting solution is a complete offering that:

- Reduces distance as a constraint to deploying expertise where it is needed
- Enables business transformation and creates sustainable competitive advantage
- Speeds decision making and time to market
- Builds customer intimacy
- Ensures business continuity
- Helps organizations to become “green”

What Problems Does It Solve?

In a global economy, organizations are seeking ways to be more responsive, more productive, and communicate and collaborate more effectively—preferably without the delay and inconvenience of travel.

Increasing revenue growth and streamlining costs are critical, as are ensuring customer satisfaction and loyalty.

Customers are looking for a new collaborative technology, one that offers richer face to face interaction, higher quality, and something that is simple to use and reliable enough to use for customer-facing meetings.

Organizations are seeking ways to balance business goals with corporate citizenship by supporting green initiatives (reduce fuel usage and emissions) and technologies that offer a truly viable alternative to travel without compromise

Organizations need to address business continuity concerns with solutions that enable immediate, high impact communications.

Why Cisco?

This solution represents breakthrough innovation in compression, spatial audio, and high-definition video (1080p) to deliver the highest quality and lowest latency at the lowest possible bandwidth over a network

Cisco's extensive networking knowledge and Service Oriented Network Architecture optimizes the experience, without requiring a separate, dedicated network, enabling customers to connect to anyone they want to call securely and reliably, be able to integrate enterprise applications running on their network, and to scale use at a low total cost of ownership.



Integration with the network and unified communications services offers users unprecedented simplicity for scheduling and call launch, quality and reliability—all from a single vendor. It also provides integration to communications applications such as Contact Center, enabling new applications such as the Cisco TelePresence Virtual Agent. Cisco has a long, rich heritage of innovation as a communications provider, and Cisco TelePresence is the latest in a series of innovative technologies.

Ability to leverage existing investments lowers total cost of ownership and streamlines administration

Cisco Capital offers a variety of flexible financing options, maximizing cash flow and enabling future technology upgrades

Extensive network of certified Channel, Service Provider and 3rd party technology Partners provide complete offering. The Cisco certified Advanced Technology Partners (ATP) and service providers with the Cisco Powered Network designation can help ensure that organizations assess business needs, design the right solution, and facilitate implementation and maintenance to help ensure availability.

Complete portfolio of Lifecycle Services for Planning, Design, and Support, including award-winning Technical Support

Service Providers offering a Cisco certified network connection deliver the bandwidth and services for an optimal experience.