



# LifeSize Special Report

## *Myths versus Facts About High Definition Video Communications*

Never has there been a more exciting time to leverage the power of videoconferencing than now. Many people who have used traditional videoconferencing accepted video that was sub par at best – more akin to quality received from an old VHS tape than from a present day HDTV. With the wider availability and lower costs of high definition displays and IP networks, high definition video communications has arrived and can benefit everyone.

This inflection point is great news for those that want to use video communications to enhance their daily collaboration beyond the limits of audio conferencing, email, instant messaging and traveling. No longer do you have to settle for low quality videoconferencing. Instead, imagine your world in high definition – seeing everything vividly, hearing everyone clearly and enjoying every moment flawlessly.

As you consider high definition video communications for your particular needs, be sure you fully understand what you should know before you buy. The following myths versus facts comparison can serve as a valuable guide in your decision making process.

### WHAT TO KNOW ABOUT HIGH DEFINITION VIDEO:

| MYTH  | FACT   |
|---|--|
| High quality video communication needs too much bandwidth | To achieve high definition video, at least 1Mbps is needed, but measurable increases in quality at lower bandwidths can also be obtained. For example, at 384Kbps Cable TV quality is achieved and at 768Kbps 2X better than Cable TV quality is possible. 1Mbps over the public Internet can provide phenomenal video quality that is very cost effective these days – most businesses are capable of allocating this amount of bandwidth for video communications, especially when the cost-to-return component is so favorable. In some cases it is desirable to use a QoS (Quality of Service) network, but it is not always imperative. |

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**MYTH**

High definition video communications is impossible over the public Internet

**FACT**

This is simply not true. On a daily basis you can run 1Mbps high definition over the public Internet, whether it's across cities or across continents. Depending on the time of day and other factors (ex. large amount of network users at the same time utilizing an excess of bandwidth), some packet loss impacting picture quality might occur. High definition video communications systems do have packet loss recovery, and QoS networks are available for mission critical applications that can't be subject to this problem.

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High definition video communications is only for specialized applications (i.e. performing surgeries; examining historical artifacts)

Everyone under any circumstance can benefit from improved video quality. To say that high definition video communications should be reserved for specialized usages, infers that people don't value incremental improvements in anything that allows them to communicate and exchange information more effectively and productively. If better quality can be achieved from high definition video at a comparable price range to that of sub par legacy technology, what would you choose?

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High definition video latency is too long and frame rates are too low

The truth is that high definition video latency is less than the latency experienced with a cell phone. Some emerging high definition video systems offer lower than 30FPS (frames per second) – something to take into consideration since this will negatively impact motion handling and general video quality. A true high definition video communications system (LifeSize® Room™) is powerful enough to deliver 30FPS or more versus other systems (ex. TANDBERG) that only operate at 10-15FPS.

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**MYTH**

High definition video communications is too expensive

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**FACT**

In some cases this may be true... there are emerging high definition video technologies (HP Halo, TANDBERG HD) that are priced at a premium. However other options, like LifeSize Room™, are extremely cost-effective – offering the same price range as legacy videoconferencing systems but with much greater quality. Be sure to identify the specific high definition video features required for your particular business application so you can ascertain how that impacts overall cost when also considering maintenance programs, support staff and service provider arrangements.

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The good news is that high definition video communications is available today and can have a tremendously positive impact on your business. Thanks to greater system processing power, better and less expensive displays, native 16x9 format high definition cameras, more assessable network bandwidth and continuous innovation, high definition video is something everyone can afford and utilize. Understand what is true, what is not, and you will realize the value that high definition video communications delivers.

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