

## High Definition Video Communications and Telepresence: Today's Communication Solution

Organizations today are under more pressure than ever to deliver results – and video communications can completely change the way a company operates. Until the introduction of High Definition, video communications was a technology of last resort – something you used only if you had to. Now with HD, organizations worldwide are realizing the bottom-line benefit of deploying video communications to their workgroups.

### What has changed with video communications today?

Video communications has sounded great in theory – face to face communications without travel – but for years the experience left much to be desired. Today High Definition (HD) changes everything. The image is clear and lifesize, the motion is fluid and the audio is crystal clear. The experience exactly matches your expectation of interacting as if you're physically in the same room.

Everything is in place for high definition video to be the most important advance in communications over the next decade – as universal as the telephone in businesses and homes. The technology that makes HD home theater systems so much better than a regular TV is taking video communication to a whole new level.

### Why are companies using video communications?

Now more than ever the business and economic climate demands alternatives to traditional ways of conducting business. Travel is costly and inconvenient. Globally dispersed workgroups are the norm. Competitive and time-to-market pressures are increasing, and companies everywhere are looking to reduce their carbon footprint.

Couple the increasing demand with the enabling technology advances: High Definition video and audio, advanced codecs, and the ubiquity of

broadband networks, and a truly immersive face to face experience is finally available to everyone.

### Is a network upgrade required for high definition video communications?

High definition video calls can be made over the open internet at just 1Mbps. Corporate broadband IP networks that are designed for VoIP can also accommodate video. Historically, network administrators were taught to restrict video use because the old systems used expensive ISDN networks that had a per-minute usage cost. With high definition systems running on your existing broadband network, video calls require zero incremental bandwidth which encourages broader, more regular use.

### Will people really use it?

High definition makes an enormous difference in video communications usage – the better the quality, the more people want to use it. The more people that use it the higher the obtained value. It's the network effect.

Older systems often had use rates of less than 5% because the quality of the experience was not compelling enough to use. High Definition video so closely replicates the in-person experience that usage rates are dramatically increasing. Users engage in the conversation more than when using just a telephone; productivity, efficiency and retention are significantly increased. The experience is so good that video quickly becomes a preferable alternative to travel, with systems in use all day.

### How should companies adopt video for maximum results?

Many companies start by installing systems in the locations where employees travel to most – customers often find that the systems pay for themselves within 3-6 months in travel savings alone. Conference rooms, executive offices, field offices and home offices can all be video-enabled.

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Organizations may also introduce the technology with an internal marketing and education campaign, introducing the technology as a tool to improve communication and collaboration, to work smarter, and to reduce the need to travel.

#### **What are other benefits of video?**

In addition to delivering an immediate reduction in travel expenses, companies quickly see gains in productivity and business performance thanks to improved communication, accelerated business decision cycles, increased employee morale and decreased turnover. Not to mention video is a 'green' technology.

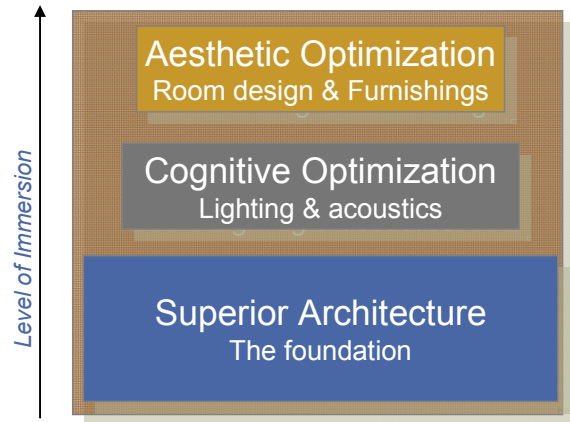
For many companies, business travel is the single largest source of CO2 emissions, and video communication has a tremendous potential to reduce carbon dioxide emissions. Each trip avoided by using video has a direct, measurable reduction in an organization's carbon footprint.

#### **There is a lot of buzz around telepresence – what is it?**

There's a lot of buzz – and a lot of confusion – around the term telepresence. Simply put, telepresence is being present at a distance. It is a rich, immersive video communications experience that allows you to meet with remote participants as if you're physically in the same room. People appear lifesize, with excellent picture quality and detail. A telepresence experience makes meeting across distances completely natural, providing absolute ease of use and increased productivity.

#### **How is telepresence different from HD Video Communications?**

Telepresence is high definition video communications optimized by the environment.



It starts with a superior video communications platform, based on true HD: 1280x720 resolution at 30 frames per second full motion video and lifesize images. Wide band audio, superior camera technology and placement, and high definition monitors complete the foundation.

Through both cognitive optimization, such as lighting and external speakers, as well as aesthetic optimization, such as horseshoe-shaped conference tables to mirror the far side, and room design, you can further enhance the immersiveness of the experience.

HD video communications and Telepresence are becoming widely adopted by organizations like yours as an alternative to travel as well as a tool to fundamentally improve communications.

LifeSize Communications, the pioneer in HD Video Communications, offers a full range of Video Communications solutions ideal for large enterprise to small business. Find out how High Definition communications can benefit your organization. Visit [www.lifesize.com](http://www.lifesize.com).



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