

# TELEPRESENCE: THE ULTIMATE COMMUNICATIONS APPLICATION

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Honolulu, Hawaii  
3 December 2009

# THE FUNDAMENTAL CHALLENGE

- ✘ How do we get the  
immediacy,  
intimacy,  
accuracy,  
and vitality  
of interacting with others when they are not  
where we are?

# TELEPRESENCE VISION 1910



# TELEPRESENCE VISION 1962



# TELEPRESENCE IN PRACTICE 1964



# TELEPRESENCE TODAY



# TELEPRESENCE TODAY



# TELEPRESENCE TODAY



# SO WHAT IS TELEPRESENCE?

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- ✘ An experience
  - + Fully immersive
  - + Like being there
- ✘ A set of technologies
  - + HD Video
  - + HD Audio



# TELEPRESENCE DRIVERS, 2010+

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- ✘ Globalization
- ✘ Outsourcing
- ✘ Business efficiency
- ✘ Social pressures
- ✘ Network expansion
- ✘ Environmental impact

# HOW TO QUANTIFY THE BENEFIT?

Save Money with Polycom

## What are Meetings **Costing** you?

Out of town meetings cost you more than just the ticket and hotel. If you have ever traveled a full day for a meeting you understand this. Time equals money and both are more precious than ever these days.

Learn how you can **Cut Costs**, **Save Time** and **Minimize Carbon Emissions** by replacing travel meetings with visual conferencing from Polycom.

Let's Get Started!

<http://www.polycom.com/ROI>



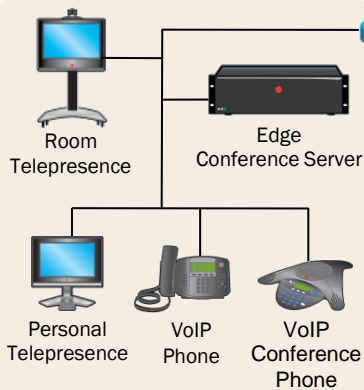
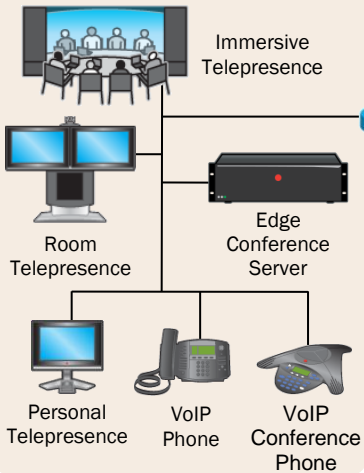
# TECHNICAL ENABLERS

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- ✘ Scalable networks
- ✘ Efficient compression
- ✘ Open standards

# SCALABLE VIDEO NETWORKS

## REGIONAL OFFICE



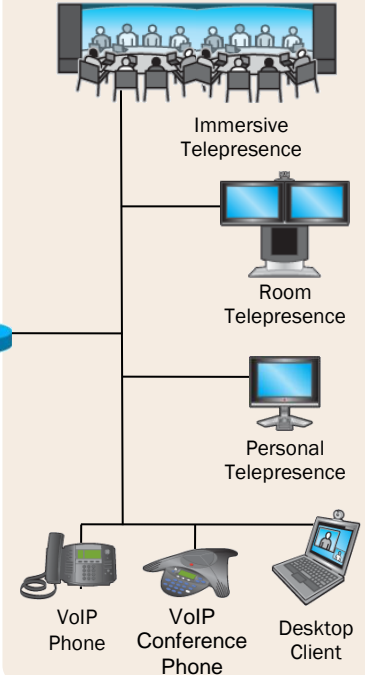
## SMALL BRANCH

## IP NETWORK

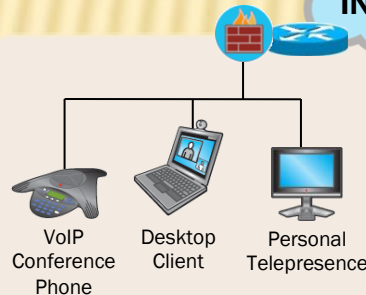
### DATA CENTER



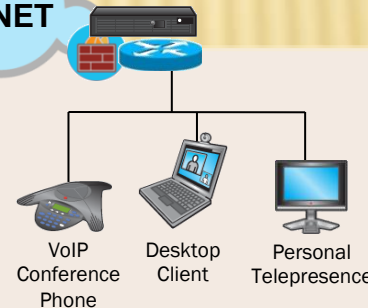
## HEADQUARTERS



## INTERNET



## TELEWORKERS



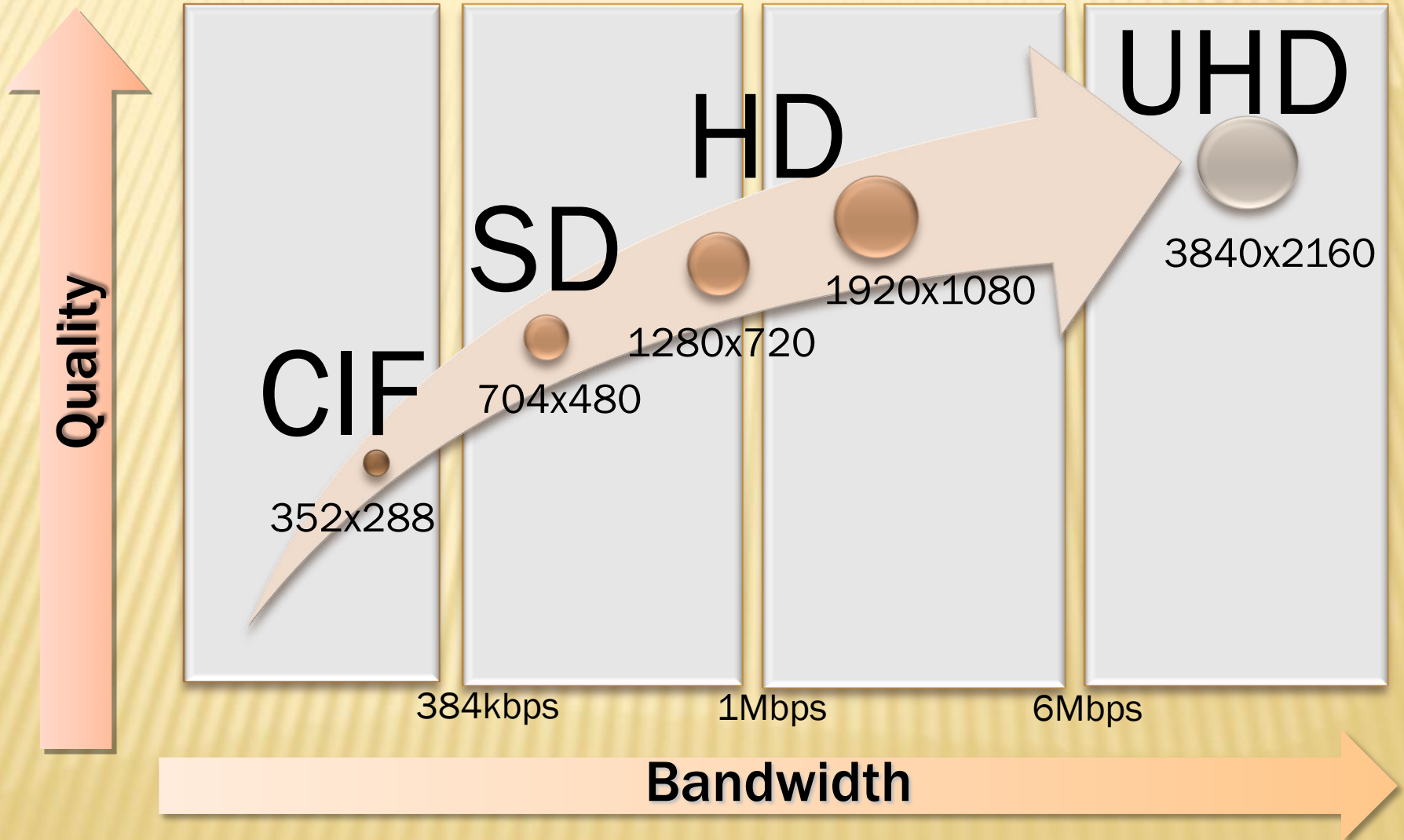
## CUSTOMERS/PARTNERS

## ISDN / PSTN / V.35

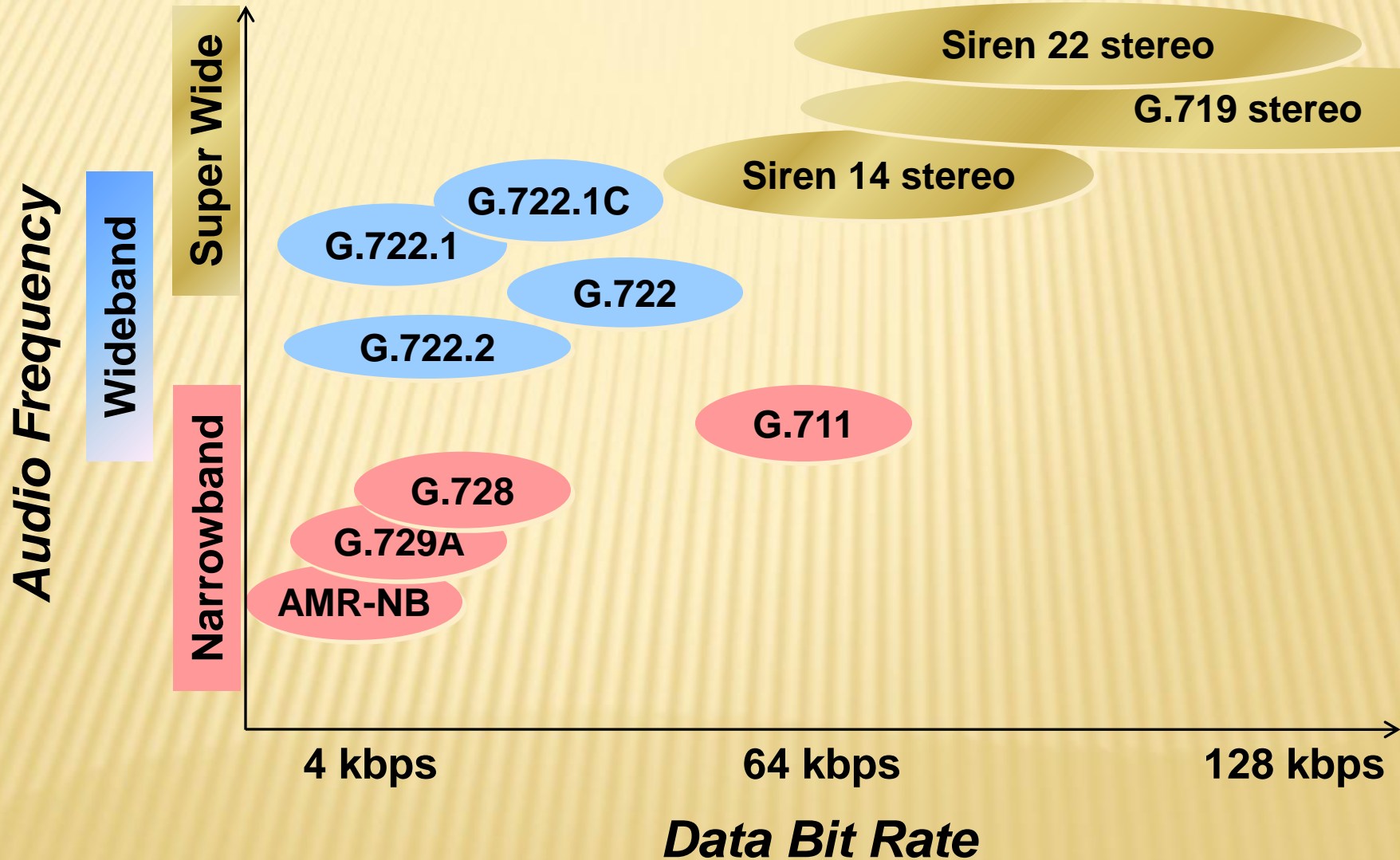


## LEGACY NETWORKS

# VIDEO COMPRESSION



# AUDIO COMPRESSION



# WHAT IS NEXT IN TECHNOLOGY?

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- ✘ Video beyond HD
- ✘ Full-band audio interoperability
- ✘ More media streams
- ✘ Cross-pollination with cinematography
- ✘ Improved interactivity
- ✘ User interfaces

# THE FUTURE OF TELEPRESENCE

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- ✘ From sporadic to continuous
- ✘ Unlimited sensory connection
- ✘ Smoothly integrated services
- ✘ Open standards for platform independence
- ✘ Location becomes irrelevant
- ✘ Widely accessible
- ✘ Like being there!



[POLYCOM.COM](http://POLYCOM.COM)

[VIDEONETWORKER.BLOGSPOT.COM](http://VIDEONETWORKER.BLOGSPOT.COM)

**THANK YOU!**