



Cisco TelePresence Meeting Solution

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

- Accelerates business transformation and creates sustainable competitive advantage
- Offers greater staff productivity and improves quality of life
- Speeds decision making and time to market
- Takes advantage of investments made in infrastructure, communications systems, and enterprise applications to deliver an entirely new communications experience

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 interaction (one that feels “in person”), 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.

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

Cisco TelePresence

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. The technology and physical design elements create the feeling of being present with participants in remote locations. It is 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 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 CallManager and the network, delivering dial tone reliability and the ease-of-use of a telephone.

- Cisco TelePresence 3000 (pictured left) is a three-panel plasma screen system, complete with lighting array, and a table that seats six on each side for group meetings.
- Cisco TelePresence 1000 (pictured right) is a single-panel plasma screen system, with lighting array, 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.
- Integration with Cisco Unified CallManager provides Cisco TelePresence with just one button to push to launch calls directly from the phone.

Benefits Of Cisco TelePresence Meeting Solution

- Users connect to customers, partners, and coworkers with high impact, building trust, understanding and relationships.



- Quality, simplicity, and reliability let users focus on their 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



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- 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 their quality of life
- The solution takes advantage of the reach, intelligence, and services in the network to deliver a new communications experience.
- This flexible, modular solution integrates easily with existing network, unified communications, applications, and management tools.
- Simplicity of the solution frees IT staff to focus on strategic projects instead of operational tasks.

Why Cisco?

This solution represents breakthrough innovation in compression, spatial audio, and high-definition video to deliver the highest quality and lowest latency at the lowest possible bandwidth

Cisco's extensive networking knowledge and Service Oriented Network Architecture optimizes the experience, without requiring a separate, dedicated network, enabling customers to connect securely and reliably, and be able to integrate enterprise applications running on their network.

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. 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 solution 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 the highest-quality experience.