

Cisco TelePresence Fact Sheet **October 23, 2006**

Overview

Cisco® TelePresence is a new technology that creates unique, “in-person” experiences between people, places, and events in their work and personal lives. It combines home-grown Cisco innovations in video, audio, and comprehensive design elements to create this experience over the IP network. In short, Cisco TelePresence catapults the concept of virtual communications to a remarkable new level.

Cisco TelePresence Meeting Solution

The first application, the Cisco TelePresence Meeting solution, combines life-size, ultra-high-definition 1080p video with high-quality, wideband spatial audio, and design elements to create the feeling of being present with participants in remote locations. Cisco TelePresence is user-friendly, using enterprise groupware for scheduling, and a Cisco Unified IP Phone for call initiation at the touch of a button. This solution empowers users to interact and collaborate like never before.

The Cisco TelePresence comes in two models, designed for different numbers of users and different size environments. The Cisco TelePresence 3000 consists of a virtual table with seats for six on each side, including three 65-inch plasma screens, speakers, microphones, and lighting. The Cisco TelePresence 1000, ample for one or two users is designed to be flush-mounted along a wall space for easy use in smaller footprint areas (for example, individual offices) includes one 65-inch plasma screen, speakers, a microphone, and lighting.

The Cisco TelePresence Meeting solution also includes the Cisco TelePresence Manager for scheduling, management, and integration with Cisco Unified CallManager 5.1 and makes initiating a meeting as easy as pushing a single button or placing a phone call. Cisco TelePresence takes advantage of the network as a platform, delivering dial tone reliability.

Cisco TelePresence Meeting Solution Components

Product	Description
Cisco TelePresence 3000	Includes three 65-inch plasma screens, speakers, microphones, lighting, and a table with seats for six on each side for group meetings.
Cisco TelePresence 1000	Includes one 65-inch plasma screen, speakers, a microphone, and lighting and is designed to be flush-mounted along a wall space for easy use in smaller areas (for example, individual offices). It is ideal for small groups and one-on-one conversations.

Cisco TelePresence Manager	Provides event management, help desk capability, and consolidated device-status reporting. It integrates with enterprise groupware (Microsoft Exchange and Outlook at first release) and Cisco Unified CallManager 5.0 for easy scheduling and launching of Cisco TelePresence meetings.
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Key Features and Benefits

The Cisco TelePresence 3000 offers users the following key features and benefits:

- **Ultra high-definition life-size images**—The system provides the industry’s first ultra-high-quality 1080p video for an image that is 6x better than standard television and more than 2x better than HDTV, with life-size images of far-end participants on three 65-inch plasma displays.
- **Specially designed, high-definition camera cluster**—A fixed camera array provides, ultra high-definition video of the entire room, with no user operation required. The cameras are designed to work well within normal conference room lighting, and provide users with improved eye contact.
- **Spatial audio**—Multi-channel, discrete audio can be heard from the left, right, and center of the table, so sound comes from the same direction as the person speaking. The superior audio also enables voice tracking if a participant moves around the room. The wideband, full-duplex audio is also very sensitive, picking up even low-volume and simultaneous comments, and has imperceptible latency for full, natural conversation. Specially-designed interference filters in the microphones eliminate sound interference.
- **Optimized environment**—Specially-designed environmental conditioning provides appropriate lighting and sound treatment, and a professional quality table that seats six people comfortably on each side. The unique table design also provides power and Ethernet ports in each table leg, and a projector for convenient viewing of PC content on the panel below the plasma displays.
- **Simplicity in scheduling and call launch**—Integration with enterprise groupware makes scheduling of Cisco TelePresence Meetings as easy as sending any other calendar invitation. At the time of the meeting, the information is pushed to the display of the phone in the meeting room through integration with Cisco Unified CallManager, enabling users to launch their call with the touch of a button.
- **Reliability**—Integration with the network as a platform helps ensures high availability, security, resiliency and quality for an optimal experience with every call.

Industry Innovations:

- The Cisco TelePresence Meeting solution is based on an entirely new technology that uniquely provides quality, reliability and simplicity.
- Cisco TelePresence was built in house at Cisco, with 25 patents pending.
- Cisco is the only provider of ultra-high-definition 1080p video.
- The Cisco TelePresence Meeting solution uniquely delivers usage of advanced IP networking protocols, wideband spatial audio, and a telephone as the user interface.

Availability

The Cisco TelePresence 3000 and the TelePresence Cisco 1000 models are currently in field trials with customers and will ship in December 2006. The list price is \$299,000 for the CTS 3000 and \$79,000 for the CTS 1000.

For more information, go to <http://newsroom.cisco.com/ciscotelepresence>.