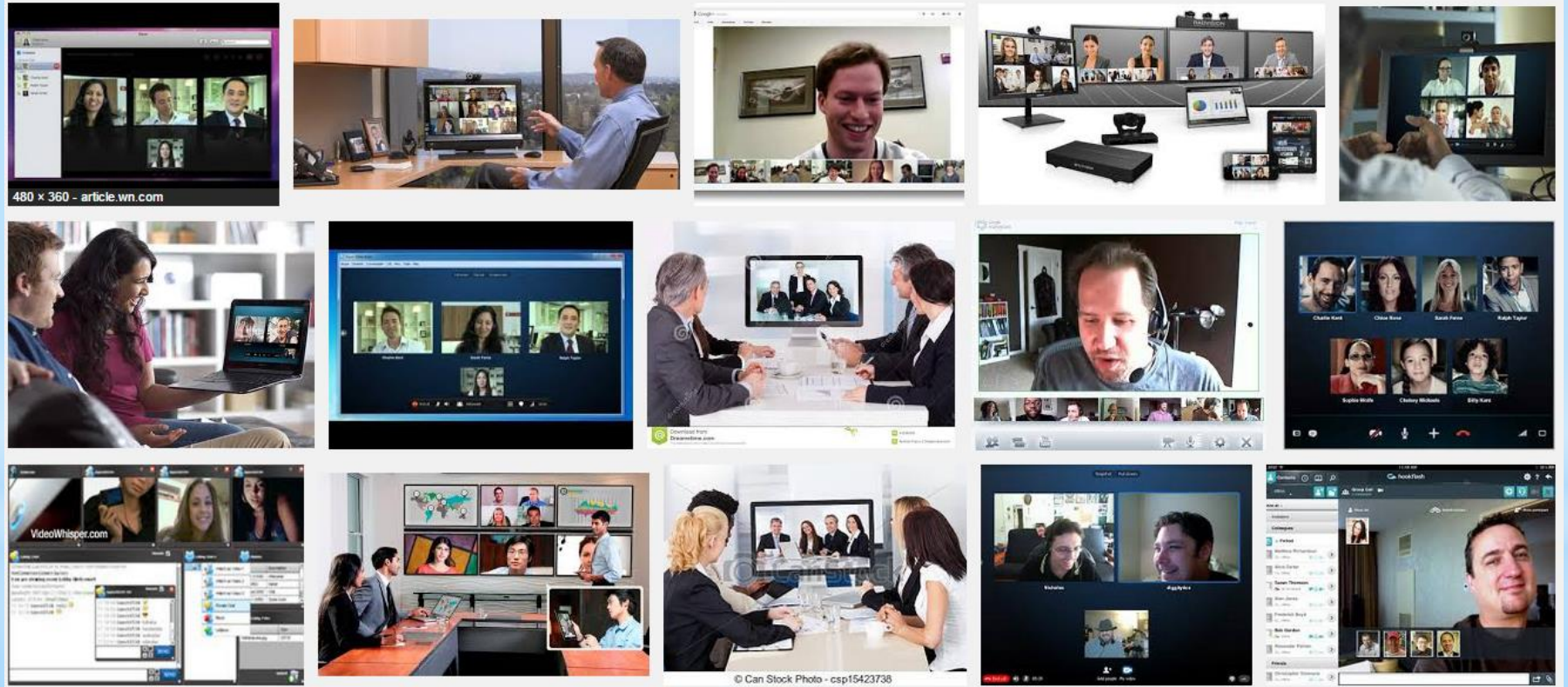


* Collaboration

Definition of VC, UC, transitions from VC to UC,
trends, to desktops, BYOD, business cases

What is Video Conferencing?



Started as a Fiction



Evolved Through Years as Room Equipment



SD



HD



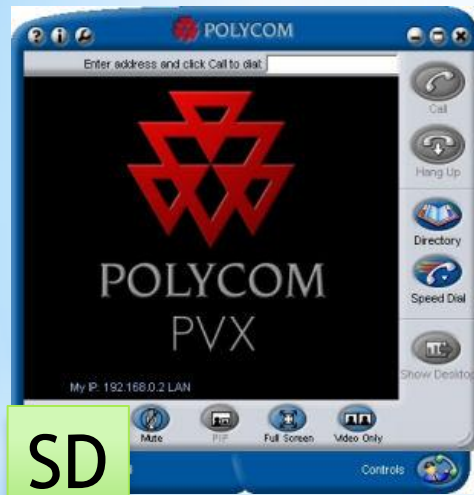
FullHD

As Hardware Immersive Systems



2x or 3x FullHD

Software Always Pursuit Hardware

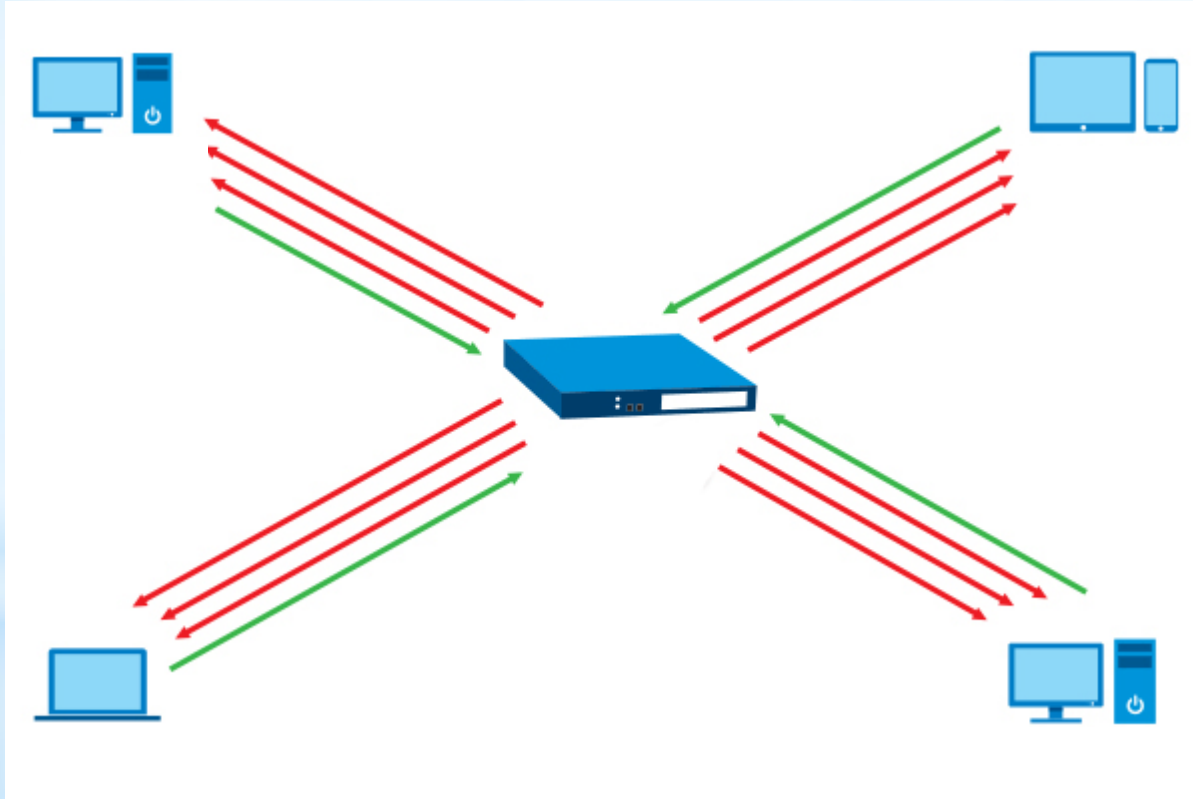


Every Solution is Telepresence 1080p Class Now

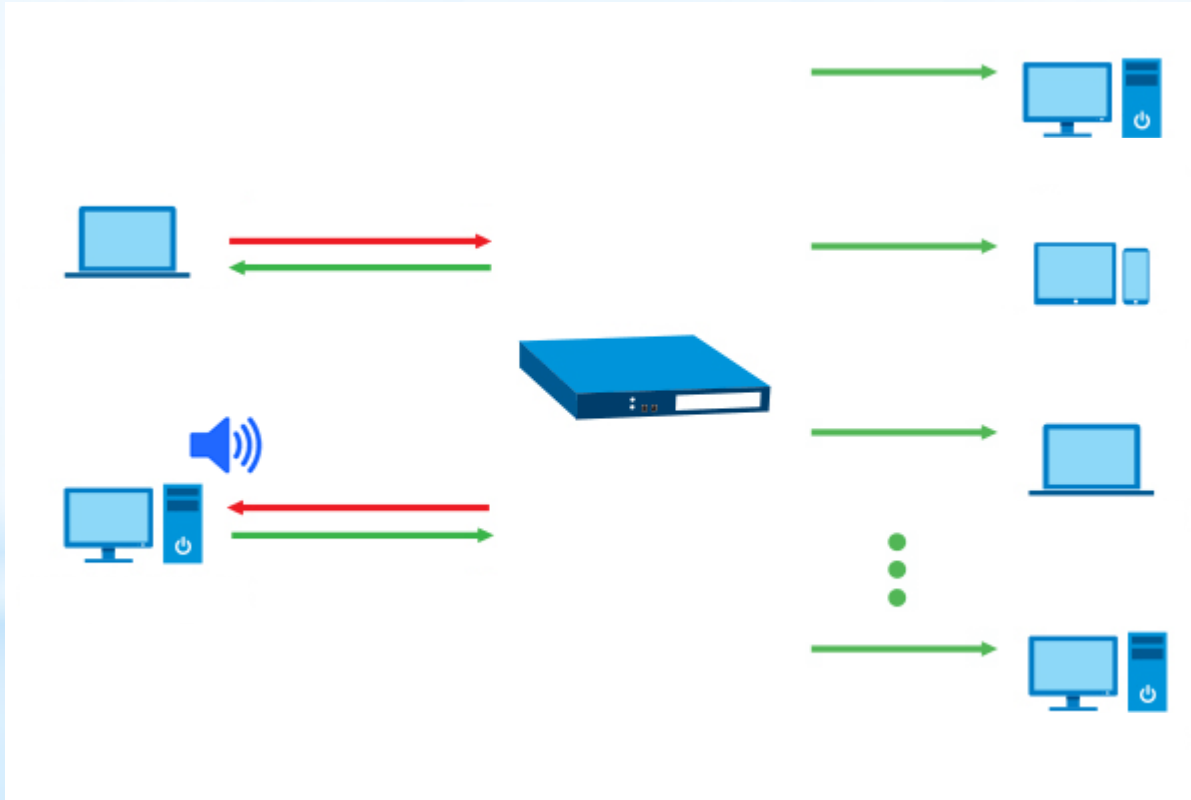
- No more differences between software and hardware
- **Now software set the limits**
- 4K video conferences is just an example
- Virtualization is another
- 3D is knocking into the door



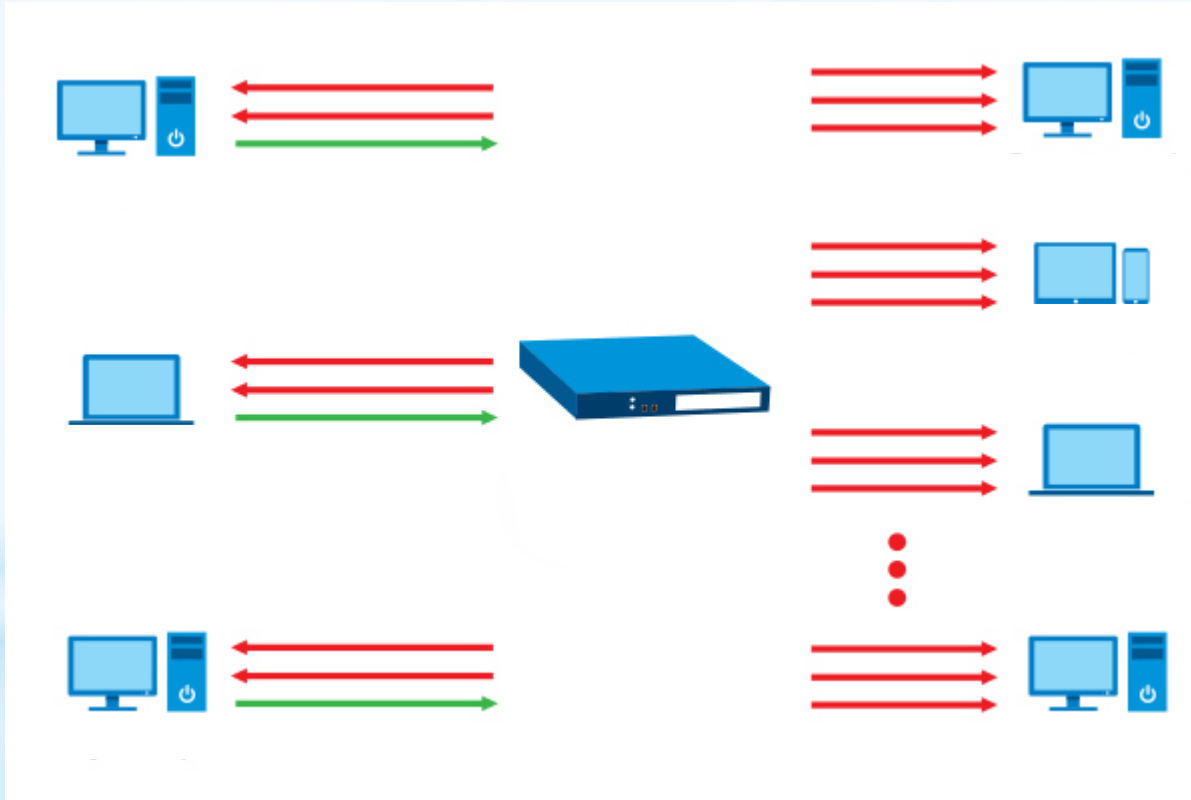
Type of Conferences - Continuous Presence



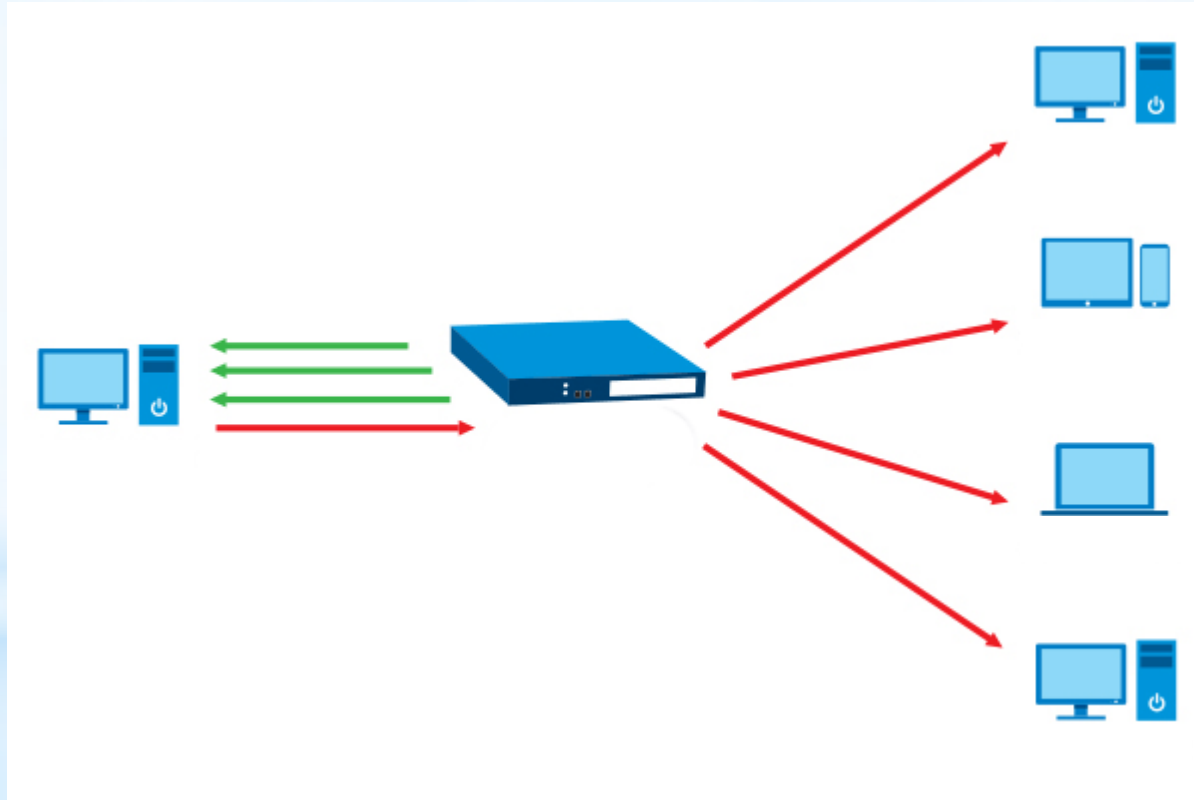
Voice Activated Switching



Role Based Video Conference



For Distant Learning



What is Unified Communications?

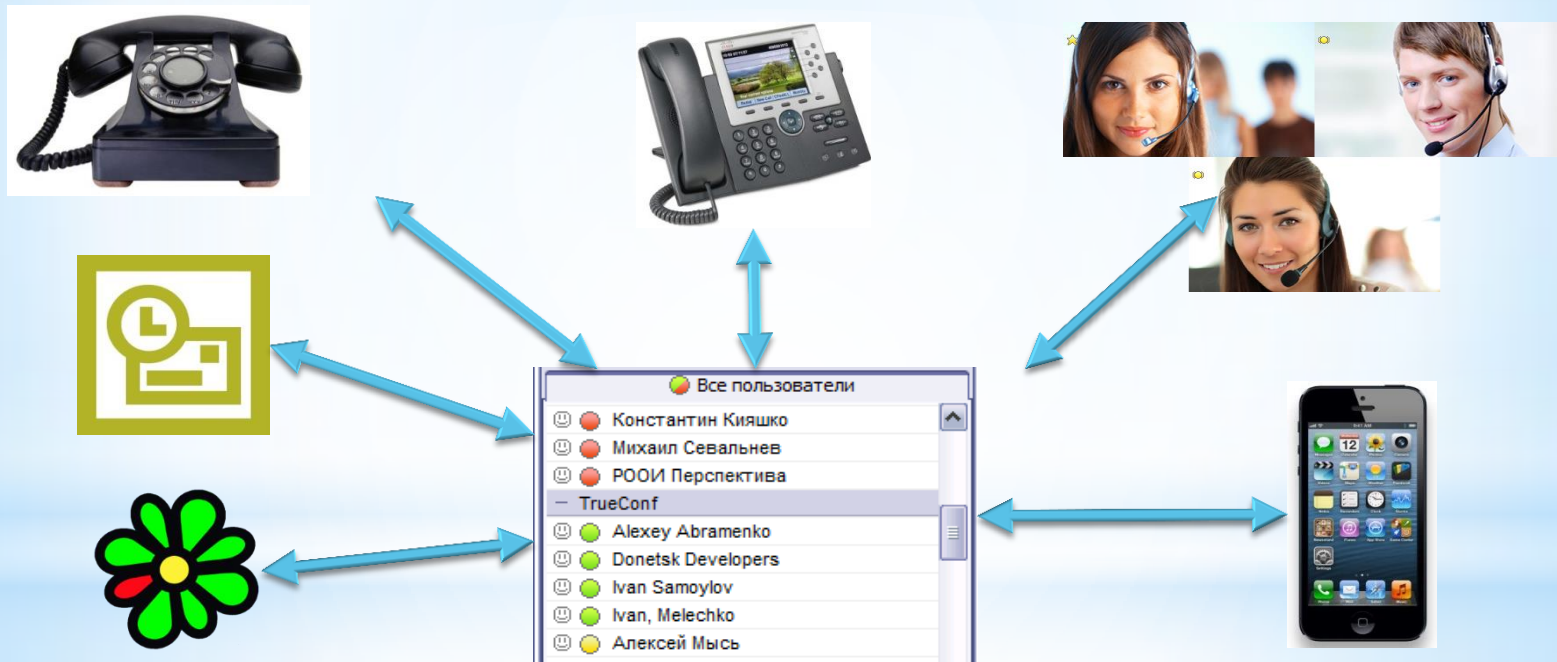


- Presence
- Access to a central users directory
- Instant messaging
- VoIP audio
- IP video
- Desktop sharing
- Collaboration with >3 participants

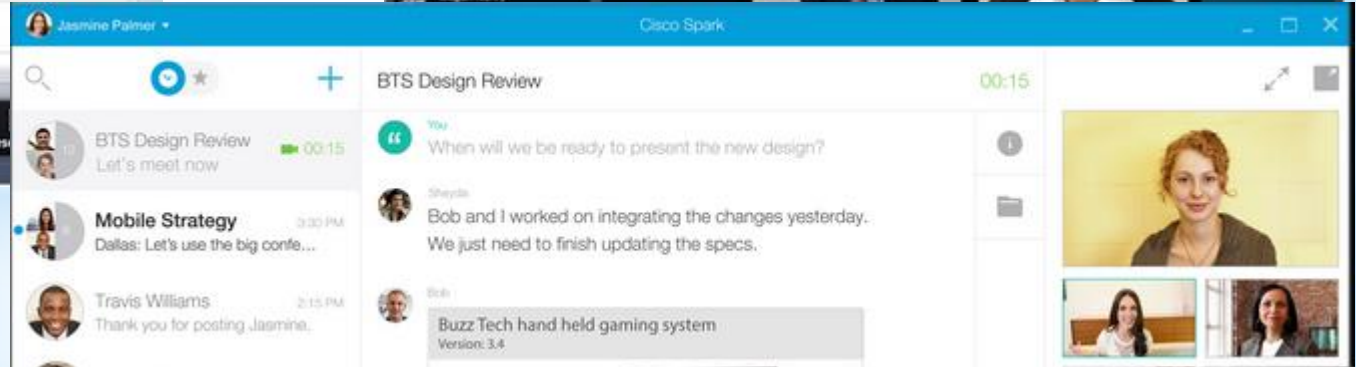
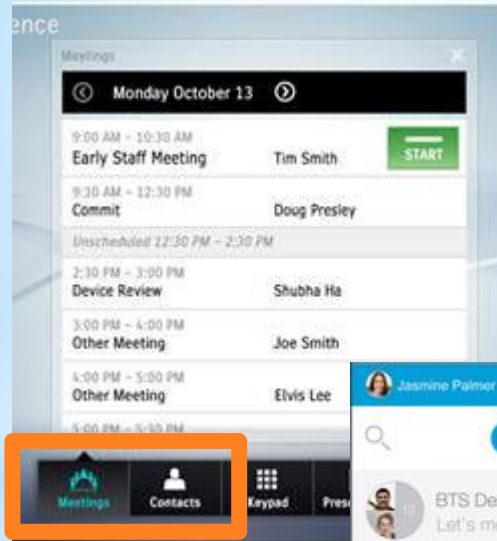
a.k.a. UC&C (Unified Communications & Collaboration)



All Mediums in a Single System



Why VC is rapidly evolve into UC&C



BYOD: Now Every Device is UC Ready



Home PC



Work laptop



Wife's laptop

Bring Your Own Device



Smartphone



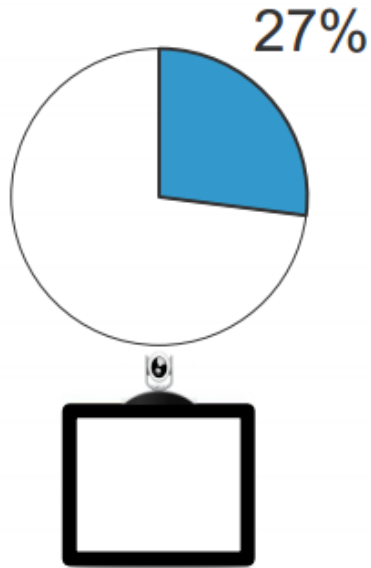
Work phone



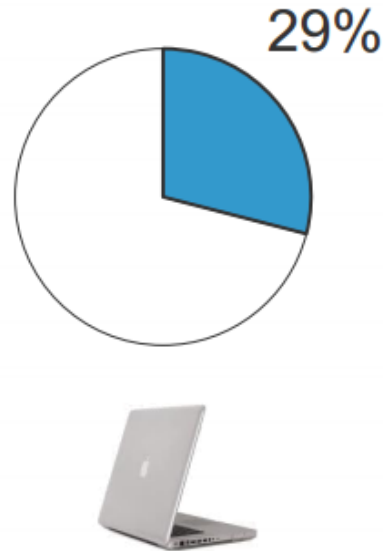
Tablet

Video is Outside of the Room Today

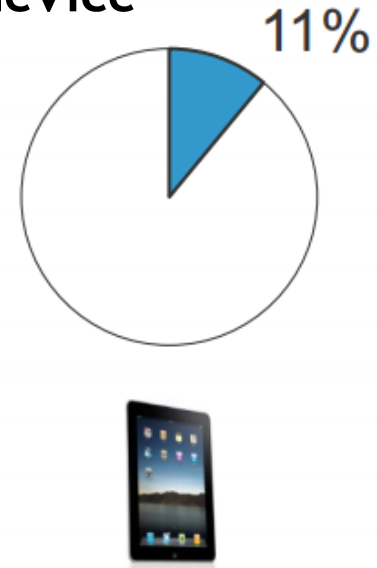
Conference room



Workstation

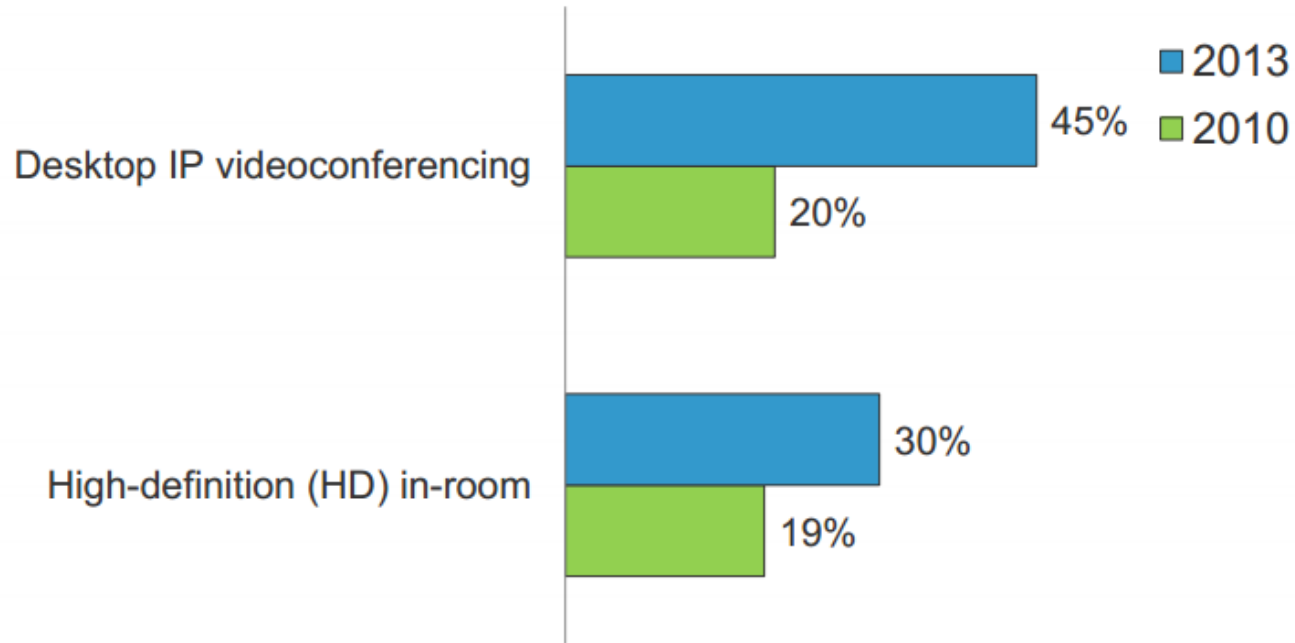


Personal device



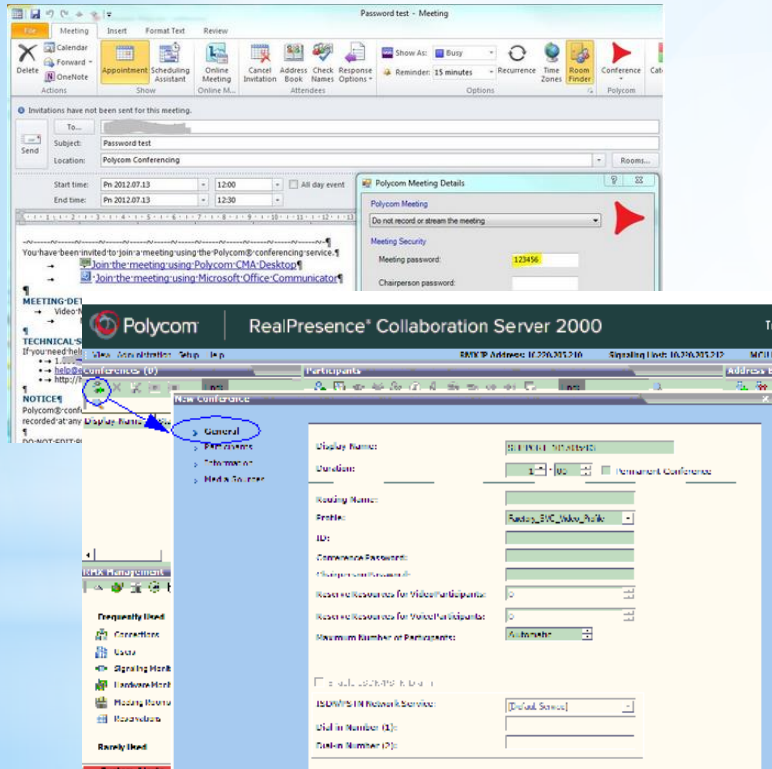
Base: 2,229 information workers in Europe; Source: Forrsights Workforce Employee Survey, Q4 2012

Desktop is More Convenient in Most Cases



Base: 327 IT executives and technology decision makers in Europe; Source: Forrsights Networks And Telecommunications Survey, Q1 2013

How we do Video Conferencing?

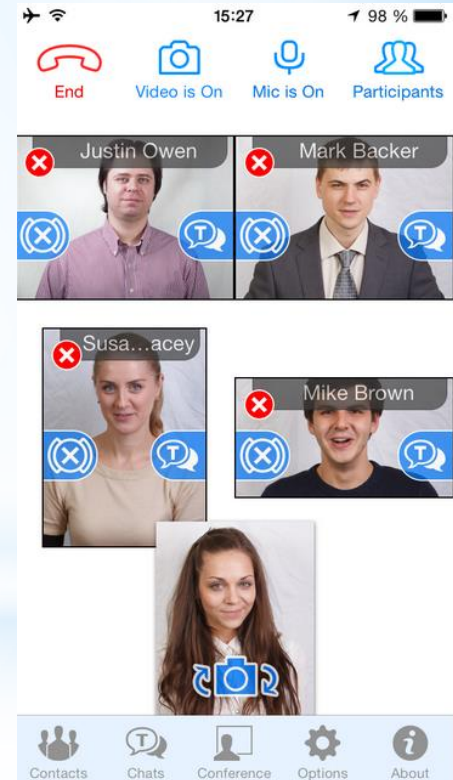
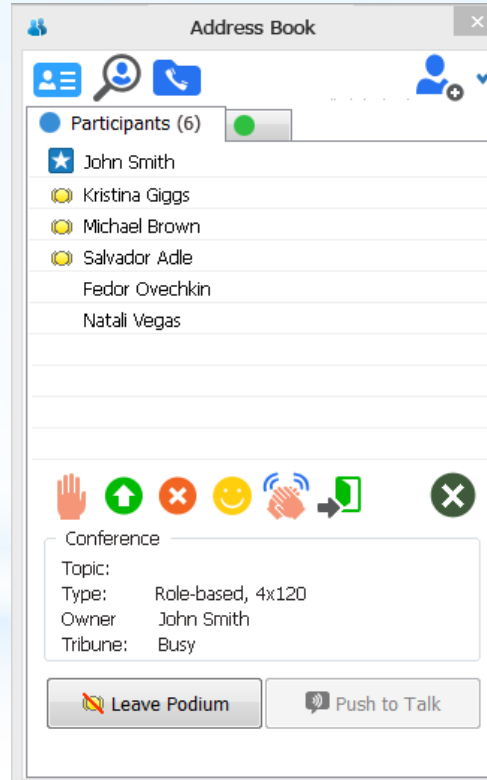
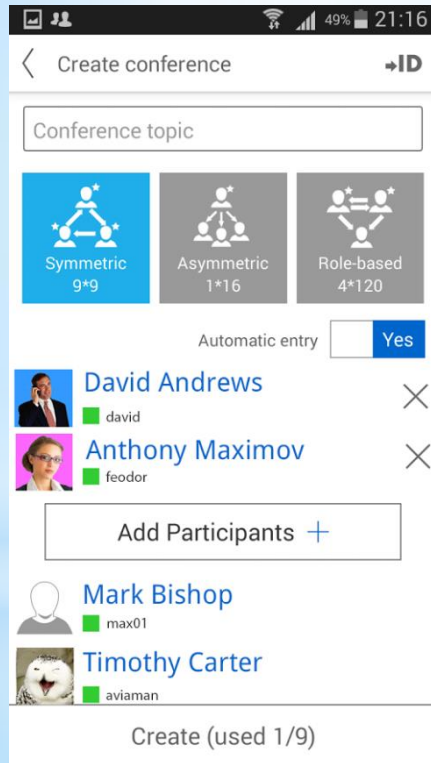


Pre-scheduled Approach is Obsolete

- Schedule Conference on MCU
- Book Conference Room
- Create calendar notifications for participants
- Invite Network guy to initiate the conference
- Don't forget the PIN
 - Good choice for board meetings
 - For important conferences
 - Don't work for everyday activity and education

Duh... It was never easy.

UC&C Brings Flexibility



New Way: Collaborate on the Go

- You can see who is available
 - Create conferences on the go
 - Collaborate from any moment
 - Various conferencing modes
 - Access from everywhere
 - Easy to use
- Video is replacing VoIP
 - Collaboration is desktop-centric
 - Users choose medium: chat, audio, video.

Just what employee needs!



The diagram consists of four colored squares arranged in a staircase pattern from bottom-left to top-right. The first square is blue with the text 'VC'. The second square is red with the text 'UC'. The third square is green with the text 'BYOD'. The fourth square is orange with the text 'WebRTC'. The background is a light blue gradient with faint circular patterns.

WebRTC

BYOD

UC

VC

Video Conferencing is Rapidly Changing

Thank you!