



Cisco Expo 2012
Morocco

Collaboration and Business Video

Apollinaire Moreno

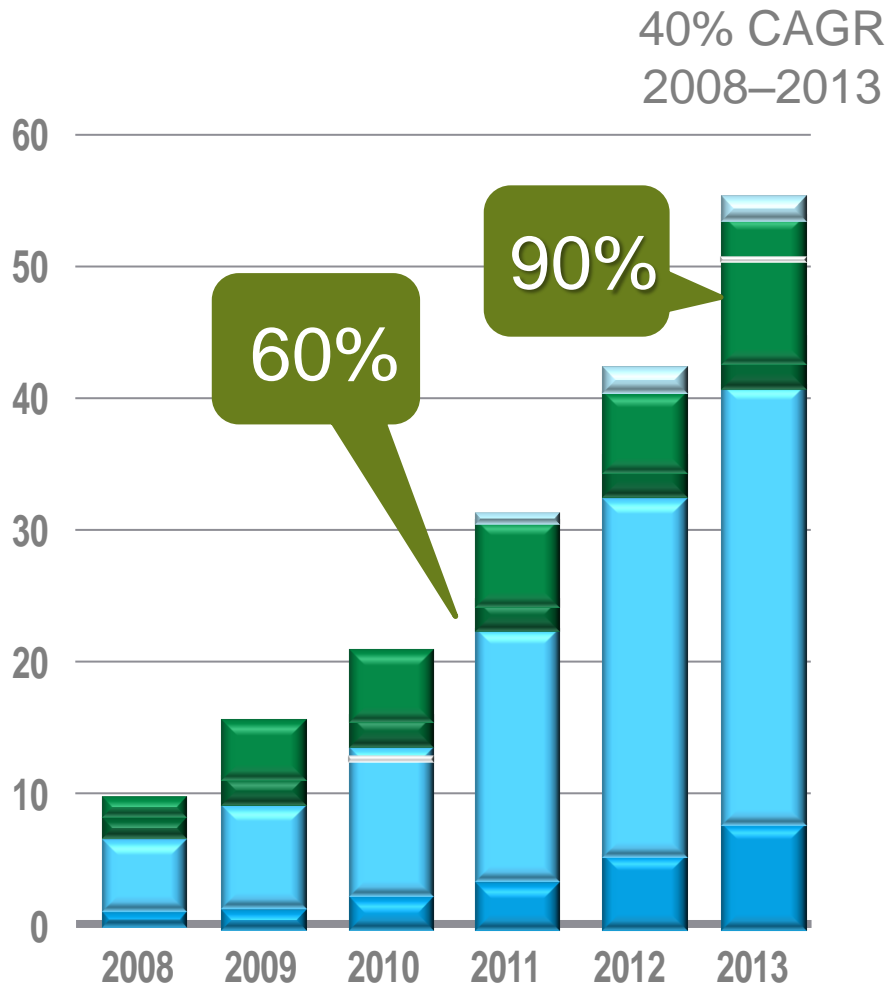
Sr Systems Engineering
Manager, Collaboration

Emerging Markets

Innovate Together



Croissance du trafic IP mondial



- Le trafic généré par la Communication vidéo sera multiplié par 10 entre 2008-2014
- En 2013, 90% du trafic internet sera de la vidéo
- La vidéo représente 90% du trafic sur le réseau interne chez Cisco



A titre personnel..



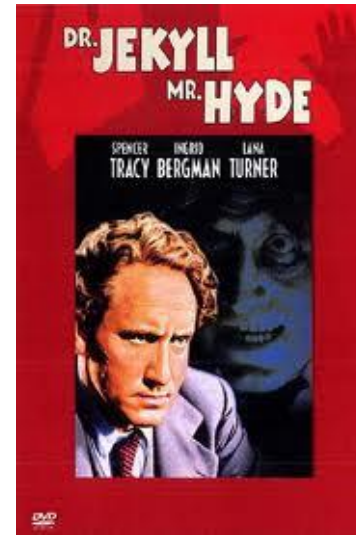
Dubai



La circulation....



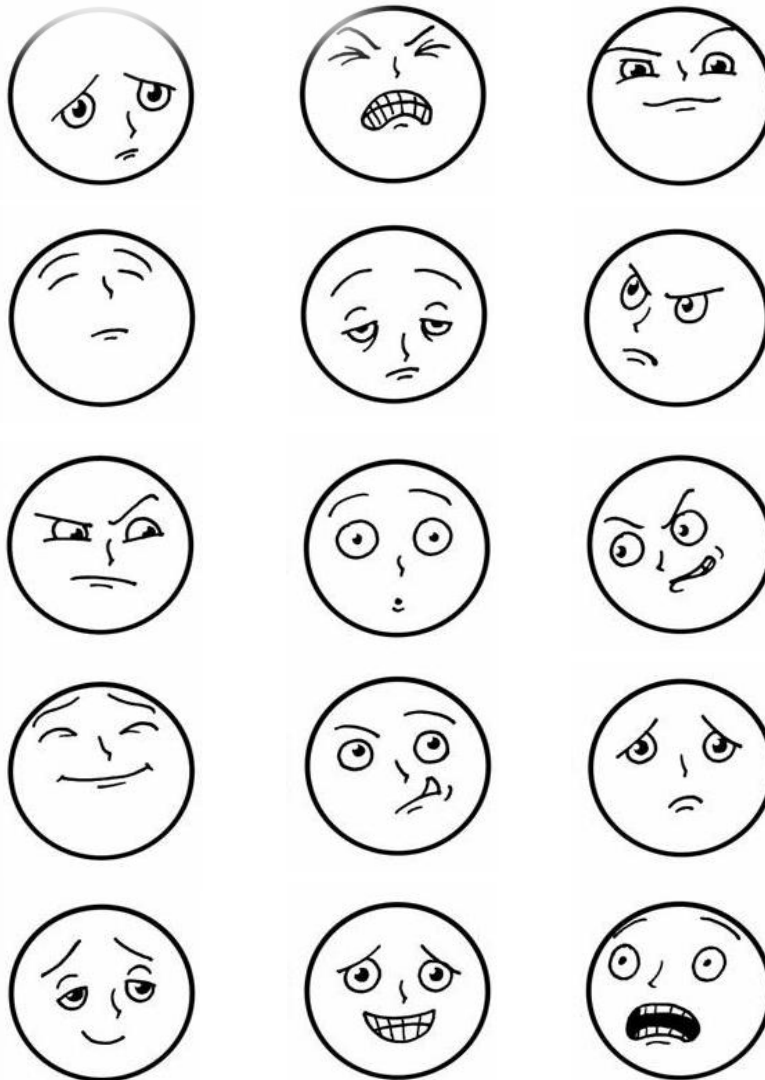
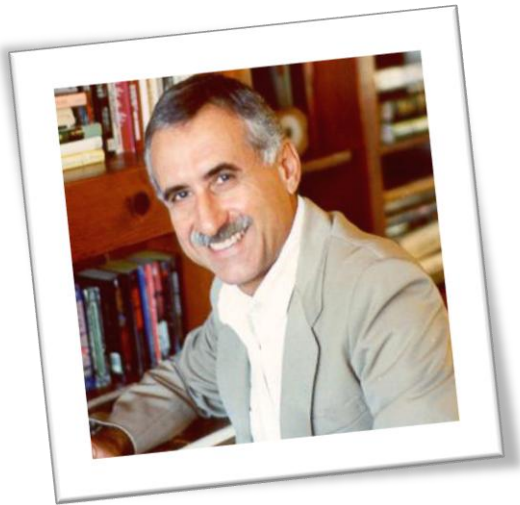
La rage au volant





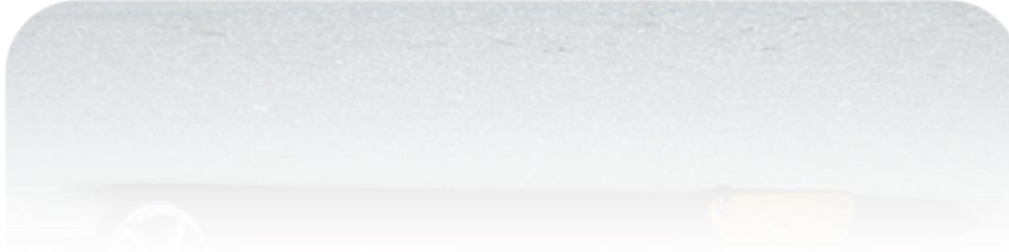
Face to Face Communication, Albert Mehrabian (1971)

7% *Words*
38% *Tone and voice*
55% *Body language*



**If everyone knew
what Telepresence
and video could do,
everyone would
want it.**

RNIS/Internet
Technologie
Culturel
Compliqué
Répertoires
Sécurisé
Réservations



- RNIS/Internet
- Technologie
- Culturel
- Complicé
- Sécurisé
- Réservations
- Répertoires



Cisco TelePresence :

À la base de vos échanges en face à face



Qualité

- Interaction naturelle en « face à face »
- Langage corporel visible : gestes, expressions du visage, regard
- Latence imperceptible
- Niveaux de voix normaux



Simplicité

- Commandes et interface intuitives
- Facile à programmer
- Initiation d'appels adhoc
- Ajout d'utilisateurs à la volée
- Un bouton suffit



Fiabilité

- Expérience utilisateur homogène et fiable
- Interopérabilité et interentreprises
- Évolutivité



Collaboration

- Reflète un environnement de travail réel
- Partage de contenu
- Enregistrement
- Permet de multiples utilisations ... au-delà de la réunion

Cisco TelePresence WebEx OneTouch Next-Generation (Webex 11)

Key features

- "One button to push" to launch WebEx from *any* Cisco TelePresence endpoint
- Two-way video and data sharing via TP server or MCU
- Support for *all* Cisco TelePresence endpoints
- TMS for Scheduling, VCS Expressway to WebEx, MCU & TelePresence server for Conferencing Bridge

Availability

- Generally Available CY 2H 2012

The screenshot displays the Cisco WebEx interface. At the top, it states "Cisco WebEx is now connected to this Cisco TelePresence meeting". The meeting topic is "Solar Power Summary Meeting".

Topic: Solar Power Summary Meeting

Cisco WebEx Site: <http://go.webex.com>

Meeting Number: 688 452 909
Meeting Password: 9744823

Host Key: 112 986

Call-in number:
Toll-free number: 1-(866) 865-0289
Toll number: 1-(650) 429-0900

Access Code: 15152767

Participants (10 in total):
Andrew (Host)
SH-TP-Paris
HZ-TP-Beijing
SZ-TP-New York
Heather Hanson
Jonah Feldman
Karin Acosta
Nicole Castro
Charlie James
Liz Parker-Owen
Daniel Scott

The main content area shows a presentation slide titled "Implementing a solar power system drastically cuts operating costs". The slide features a line graph comparing "Average energy cost comparison over a typical fiscal year" for "Traditional fossil fuels" (red line) and "Solar power" (orange line) across quarters Q1, Q2, and Q3. The Y-axis represents cost in \$40K, \$30K, \$20K, and \$10K. The graph shows that solar power costs are significantly lower and more stable than traditional fossil fuels, which show a steady increase over the three quarters.

StarBright

Transformation de l'entreprise

Possible grâce à TelePresence

Augmentation de la valeur commerciale



Réduit les coûts et émissions dus aux déplacements

604 000 dollars d'économie sur les déplacements en un mois



Optimise le temps de travail des employés

50 % de réduction du temps de réparation



Accélère la prise de décision

Problèmes résolus en 2 semaines, au lieu de 2 mois



Transforme les modèles de fonctionnement

3 fois plus de personnes victimes d'AVC traitées avec succès

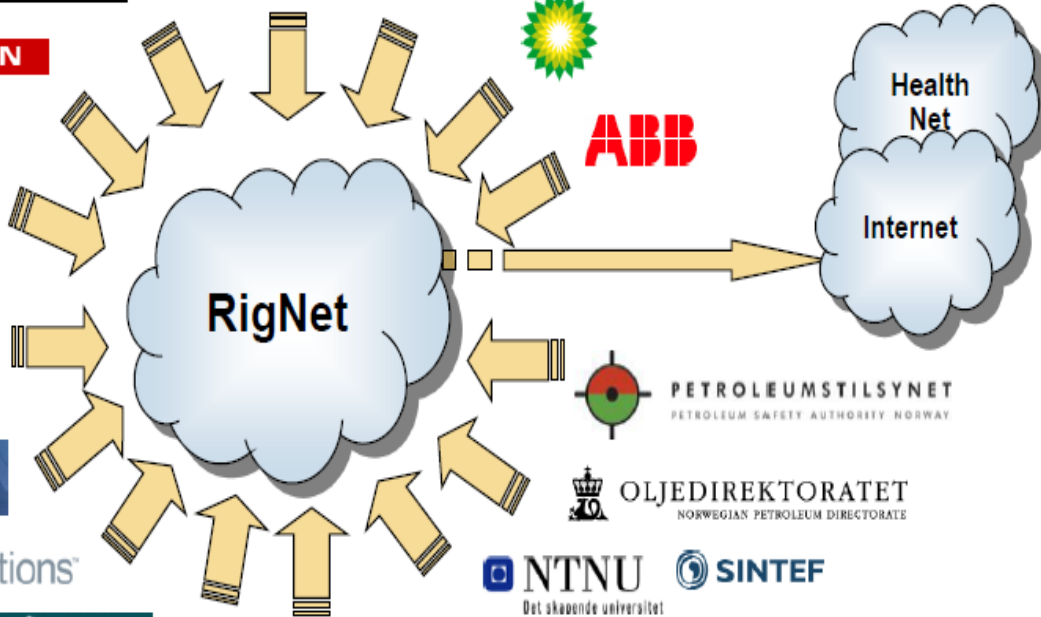




PETROLEUMSTILSYNET
PETROLEUM SAFETY AUTHORITY NORWAY



OLJEDIREKTORATET
NORWEGIAN PETROLEUM DIRECTORATE



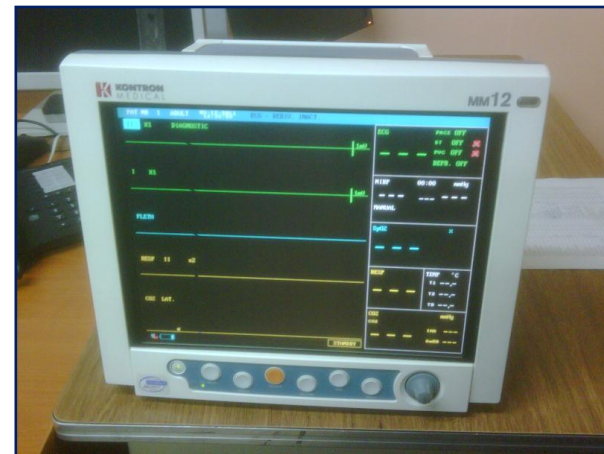
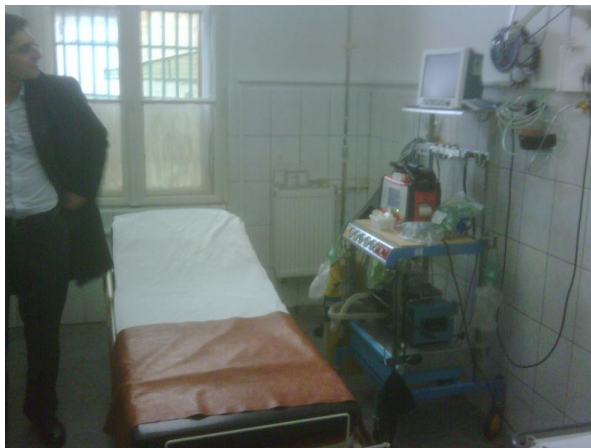


SMURD

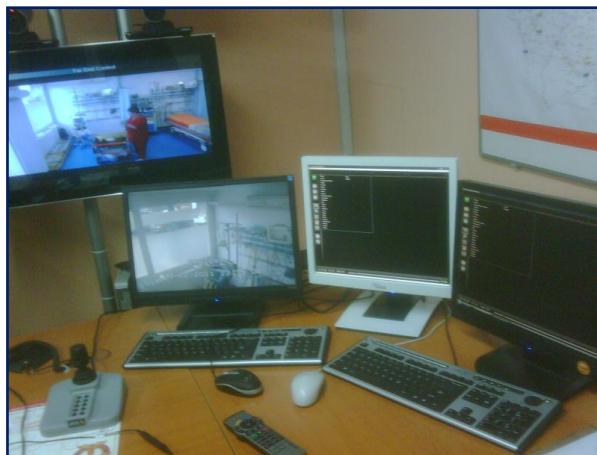
Romania

- Romanian National Emergency Services
One of the Region's Best Telemedicine Networks

Remote Site



Hub Site





TelePresence and Video Collaboration

Desktop and beyond - anyone, anywhere

Enhancing voice

Enhanced presence office and home

Tactical meeting environment

Strategic meeting environment



Video Enabled Workspace



Video Enabled Voice



Personal



Multipurpose



Immersive

Telepresence

Medianet

Points de terminaison Cisco TelePresence

Offrir à tous l'expérience du face à face

Immersion



3010

3210

T3 custom



1300-65
1300-47

Polyvalence



Profil
65 /55 /42



Dual 65 /55



MX200
MX300

Personnel



500-37

500-32



1 100



EX60/90



Movi

Solution



C90
C60
C40



C20
SX20
Quick
Set

Vertical



Santé
Éducation

Extensions TelePresence



E20
Cius



WebEx
OneTouch

Immersive Telepresence



CTS 3210



CTS 3010 and CTS
Custom



T3 and T3 Custom Edition

face to face

Absolute quality,
immersive face-to-face
experience ensures
you're *in the same room*

collaboration

Connect, share,
discuss...easily collaborate
over spreadsheets,
presentations and more

access anyone

connect with who you
want, when you want...
it's about your entire
community

Total Immersive Experience (TX)

The New Paradigm of Business Transformation & Immersive Collaboration

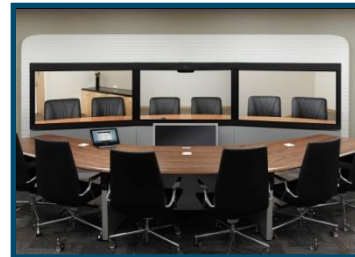
Immersive

- In-person collaboration for strategic meetings
- Brilliant 1080p60 Video and 1080p30 content sharing
- One button to push with Cisco TelePresence Touch
- Platform for the future – from immersive video to immersive collaboration



TX1300 Series

- Fully-integrated immersive room system on 65" plasma or 47" LCD display
- Voice-activated switching for 4-6 participants
- Supports bullet or round/square tables for a great in-room and across-the-table experience



TX9000 Series

- The new immersive benchmark – state of the art industrial design
- Guaranteed, in-person immersive experience for 6 to 18 participants
- Accelerated deployment through reduced installation time, complexity and effort

The New Immersive Benchmark

Available
Q2 CY12

Cameras

Reflector

Codecs

Screens

Touch UI

Table

Audio



TX9000 Series Customer Benefits

TCO Disruption

- Consistent user experience drives increased adoption
- 20% Bandwidth reduction
- Install in half the time of any other product on the market
- No additional lighting or audio required

Full Immersive Collaboration

- Virtual Canvas feature set
- Expanded use cases



Cisco TelePresence Multipurpose Portfolio

The industry's broadest portfolio of integrated multipurpose room systems

Profile 42



Profile 55 | Profile Dual 55



Profile 65 | Profile Dual 65



CTS 1300



Flexible room configurations to fit various spaces and environments



Profile Series

Multipurpose Telepresence Endpoints



Profile Series

Multipurpose Telepresence Endpoints



Cisco TelePresence MX300 and MX200

Plug & play telepresence into every team room



Fully-integrated room system with Cisco TelePresence Touch, brilliant HD video and collaboration on a 55" or 42" display

- Out of the box and on video in 15 minutes
- Priced to scale telepresence to more rooms
- Rapid global service network that is unmatched

Video Endpoints summary



Unified IP Phones
8941/8945



99xx camera bundle
& w360p 16:9 video



Cius
(Mobile TelePresence)



EX90, EX60



TelePresence CTS500-32,
CTS1300-47 (2H) and MX200
H.264 support on CTS



Webex HQ video
Webex iPad client
Webex HD video (2H11)



720p HD Video w
Jabber for PC, Mac,
iPad



TelePresence
Touch 12 (2H11)

The Desktop and
Beyond
Anyone, anywhere



Enhancing
Voice



Personal
Mobility



Personal Enhanced
Presence
Office and Home



Multipurpose –
Tactical Meeting
Environment



Immersive -
Strategic Meeting
Environment





Cisco EX60

Personal TelePresence for knowledge workers









MIND
A BLEND OF ST
HINTS OF CINNAMON
MIXE \$3.14 / \$3.50 / \$4.00

TED'S HOT CHOCOLATE
ARCH HOMEMADE
DRINKING CHOCOLATE
COFFEE BAR 3/35/4

HOUSE BLEND	\$1.50 / \$1.75 / \$2.00
REDEYE	\$2.25 / \$2.75 / \$3.00
AMERICANO	\$2.25 / \$2.75
ESPRESSO	\$2.25 / \$2.75
CAFE LATE	\$3.50 / \$4.00
CAPPUCINO	\$3.50 / \$4.00
MACHIATO	\$2.25 / \$2.75
CAFE AU LAIT	\$2.00
ADD VANILLA	\$.50
ADD ESPRESSO	\$.50

A woman with blonde hair, wearing a red long-sleeved shirt and a grey patterned scarf, is looking towards the camera. She is standing behind a counter with a computer monitor in front of her. The monitor has an HP logo on the bottom left corner.

In the background, there is a brick wall with several framed pictures of coffee-related items, including lemons, coffee beans, and coffee cups. To the left, there is a window with string lights hanging outside. A white SUV is parked outside the window. A man in a black jacket and cap is sitting at a table in the background. A woman with long brown hair is sitting at a table in the foreground, looking down at a menu.

Cisco Jabber: Best User Experience Across Broadest Range of Platforms and Devices



iOS



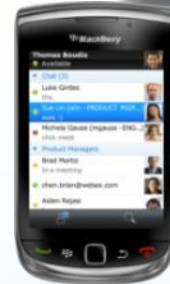
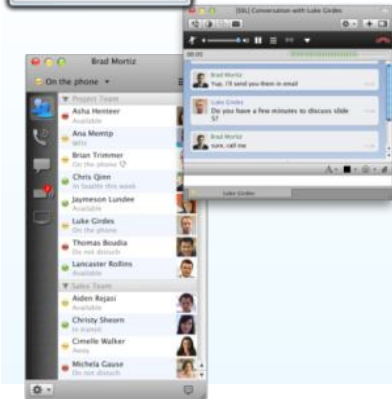
Win, Mac

iPad, Cius



Smartphone

Web



Cisco TelePresence Solutions Platforms

For Custom and Industry Applications

Quick Set



C20 Quick Set



SX20

Bundled components
Simple integration
DIY option

Fast Deployment
Replicable Solution

Custom Solutions

Broad AV Codec Series

C90



C60



C40



**MXP
Codecs**



Flexible APIs
Integration Services

Integrator Solutions
Differentiated Service

Industry Solutions

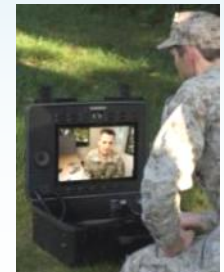


Healthcare



Education

Tactical



New Experiences
New Business Models

Réunions évolutives et unifiées

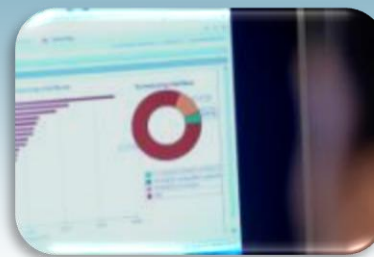
Possible grâce à l'infrastructure Cisco TelePresence

Contrôle des appels et des applications



Contrôle complet des sessions Cisco TelePresence par le biais d'un ensemble de fonctionnalités de collaboration intra- et inter-entreprises

Gestion



Gestion totale avec des fonctions intégrées de planification, de gestion des éléments réseau et de reporting, y compris des outils ROI

Conférence



Fonctionnalités de transcodage et de commutation à la pointe de l'industrie pour des réunions multipoints à grande échelle en toute sécurité

Services multimédias



Expériences multimédias sur le réseau telles que le multipoints, l'enregistrement, la diffusion en continu, le transcodage, l'analyse et le marquage vidéo

Interopérabilité sans contraintes grâce à de multiples fonctionnalités



Solutions intégrées complètes

Multipoint Options



Telepresence Servers



Switching



MCUs

Positioning

Powerful immersive multipoint solution with continuous presence, ad hoc flexibility, individual transcoding and native interoperability with standards-based endpoints and TIP

High quality, ultra low latency, media switching for large immersive conferences with user-friendly features such as one button to push and conference controls

The leading multipoint solution for single-screen endpoints with a variety of conference features, custom layouts for different meeting scenarios, and native interoperability with standards-based endpoints

Use case

- Multi and single screen immersive
- Continuous presence

- Multi and single screen immersive
- Voice switching

- Single screen multipoint
- Continuous presence

Quality

- Up to 1080p30 /720p60 quality
- Individual transcoding for best quality to every endpoint

- Up to 1080p30 quality
- Ultra low latency non-transcoded call

- Up to 1080p30 /720p60 quality and support for multiple SD resolutions
- Individual transcoding for best quality to every endpoint

Interop

- Optimized for TANDBERG and standards-based endpoints
- Interoperability with competitor immersive systems
- Standards-based interoperability
- TIP support

- Optimized for CTS products
- Standards-based interoperability available through MXE
- TIP support

- Optimized for TANDBERG and standards-based endpoints
- Multivendor interoperability with all standards-based endpoints

Scalability

- Expandable up to 144 screens, up to 48 screens per conference

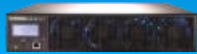
- Up to 48 screens in a conference

- Expandable up to 180 HD ports, 720 SD ports, up to 60 HD/80 SD ports per conference

Media Services

Any-to-any interoperability and real-time media services

Gateway Interoperability Services



Advanced
Media Gateway



ISDN
Gateway

Recording and Streaming



CTRS



TCS

Media Transformation

MXE



Key Features

- Communicate with other collaboration platforms and legacy video systems
 - ISDN, H.323 devices
 - HD interoperability with Lync
- Recording and content distribution technology to broadcast yourself and time shift meetings
 - Streaming services
 - On-demand
 - Downloadable media
- Advanced media transformation services
 - Live transcoding
 - Advanced media processing
 - Speech to text
 - Scalable, advanced architecture with network processing
 - Telepresence interoperability



Easily Create Video Content



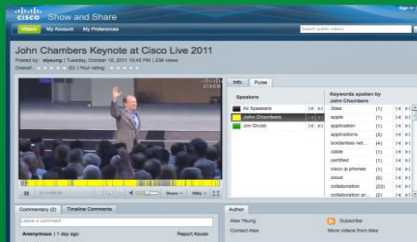
TelePresence
TCS
Mobile

Make Content Valuable, Relevant, Accessible

Any to Any Adaptation

Pulse Video Analytics

Video Production & Workflow



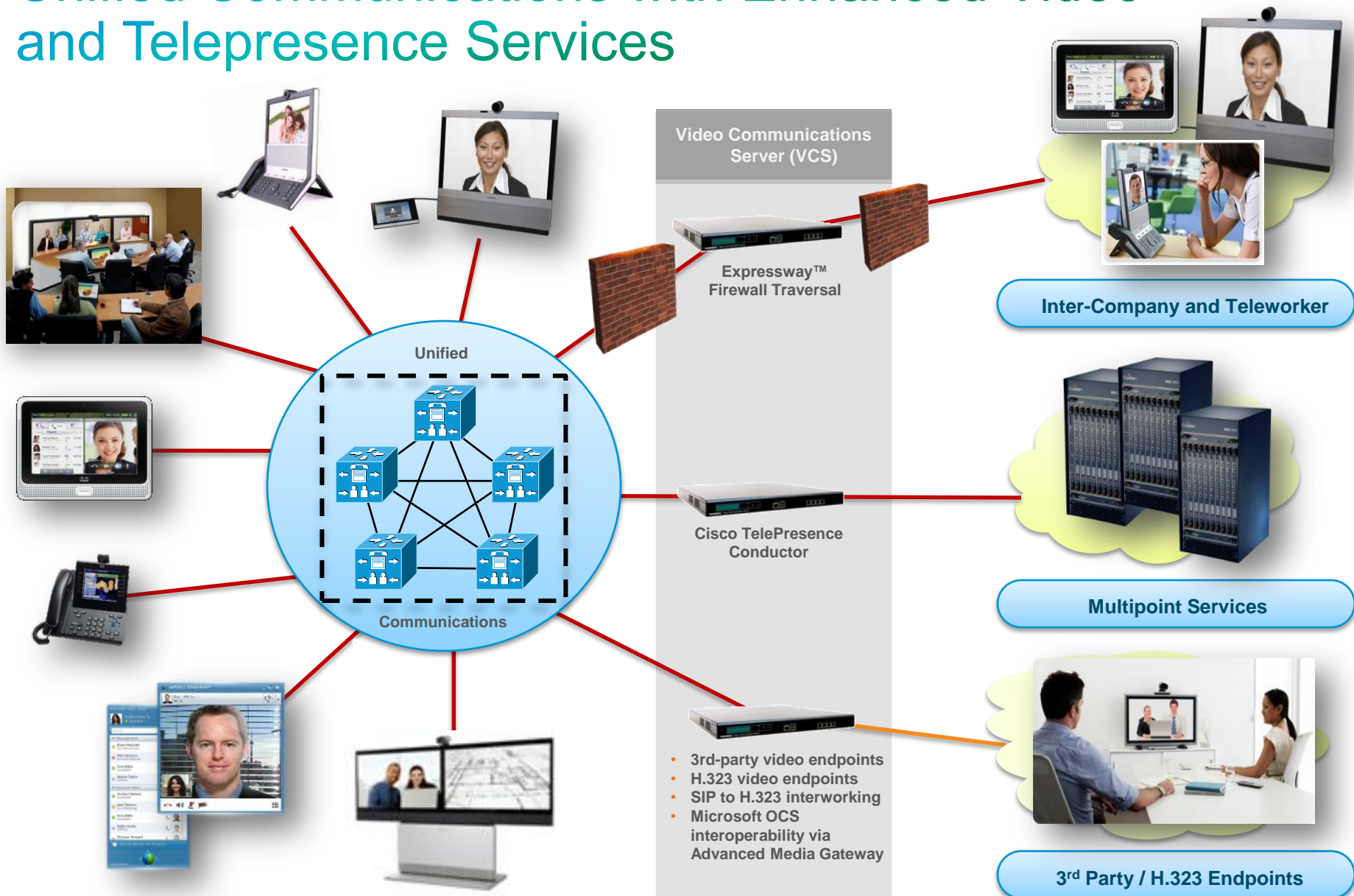
MXE 3500
Pulse Video Analytics

Extend Reach and Relevance



Show and Share
Cisco Quad
PC/Mobile/Signs

Unified Communications with Enhanced Video and Telepresence Services



La norme en communication sur le réseau

Cisco Unified Communications Manager



Évolutivité

40 000 utilisateurs dans un seul cluster et 80 000 utilisateurs dans un super-cluster

Traitement des appels centralisé ou distribué

Déployé sur tout le réseau IP, avec des fonctionnalités et une gestion transparentes, un plan de numérotation partitionné

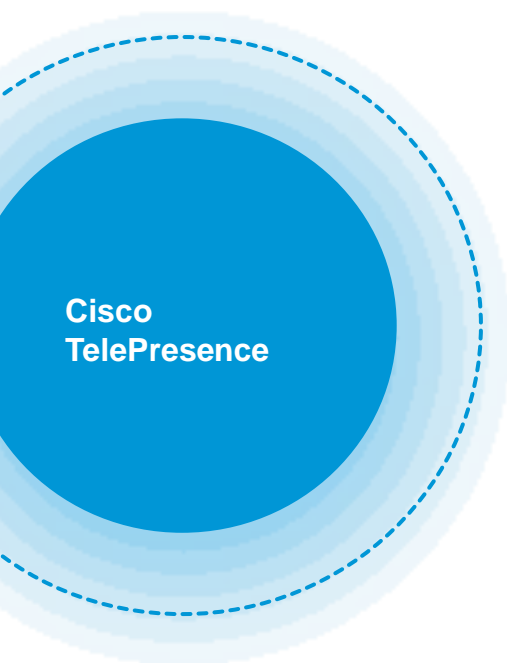
Administration

Suivi des performances en temps réel, analyse et gestion du plan de numérotation, authentification unique, administration de masse, gestion intelligente de la consommation d'énergie EnergyWise

Fonctions avancées du téléphone de bureau

Ne pas déranger, indicateurs d'appel et de message audio en attente, conférence sécurisée, enregistrement des appels et mode silencieux

Cisco Telepresence offre



1

La force du face à face

Les communications centrées sur la personne accélèrent la mutation de l'entreprise

2

Choix de points de terminaison adaptés à vos besoins

Le face à face pour tous

3

Expériences utilisateurs unifiées

Services de conférences simples et évolutifs sur site ou en cloud

4

Communication et contenu intégrés

Multiplie la valeur de vos investissements vidéo

5

Expériences de collaboration intégrée

Impact commercial et processus d'entreprise transformatifs : au-delà de la simple réunion

Thank you.



Cisco on Cisco



Choice of Collaboration Experiences

Medianet

Core Network Infrastructure

18 x MSE 8000 40x CTM S +4500 Conferencing Ports B2B VC S CUC M TM S



