

# Cisco TelePresence Experience for Everyone, Everywhere

## The Future Is Here Now with Cisco TelePresence

### Expanding Your Reach with Cisco TelePresence

In today's intricately networked and globalized economy, efficient and meaningful collaboration among colleagues, customers, partners, and suppliers is a business imperative.

You need to stay nimble and flexible to maintain market share, navigate difficult business conditions, and explore new opportunities. You need to bring people and information together to reduce decision times and accelerate innovation.

And you need to do all this across organizational areas, supply chains, and geographic regions. Better collaboration means faster decision making and time to market, improved customer intimacy, and richer cross-cultural communications - all possible through the virtual in-person experience of Cisco TelePresence™.

### Cisco TelePresence: Collaboration Without Boundaries

Cisco TelePresence meetings power the new way of working, where everyone, everywhere can be more productive through face-to-face collaboration. Discover the full range of the Cisco TelePresence portfolio for work, in class, on the road, in your community, and at home - from immersive, dedicated, or multipurpose rooms to flexible personal systems.

**Figure 1.** From the boardroom to the desk top, Cisco TelePresence powers the new way of working, where everyone, everywhere can be more productive through face-to-face collaboration.



As a part of the Cisco® Collaboration portfolio, Cisco TelePresence systems connect co-workers and extend collaboration to partners and suppliers. Cisco TelePresence technology meets the needs of teams and individuals and offers applications specific to each business; it is even accessible through public facilities.

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Cisco TelePresence systems not only bring users together, they also bridge the gap among multiple communication platforms. You can blend a telepresence call with a Cisco WebEx™ meeting and add a standards-based session into a Cisco TelePresence environment transparently - without involving technical support personnel. Co-workers, partners, and suppliers can cross technology boundaries and collaborate effectively, no matter which tool they are using.

## The Cisco TelePresence Collaboration Experience

The Cisco TelePresence collaboration experience offers today's innovative organizations a competitive advantage. It can help you:

- Accelerate decision making: You can bring talents, resources, and decision makers across different geographic regions and organizational areas together to synchronize and commit on business objectives and relevant execution blueprints.
- Innovate across the value chain: You can see your partners and customers and communicate effectively to transform business processes and enjoy new levels of customer satisfaction and innovation.
- Scale resources: No matter where people are, you can tap their resources to full advantage through Cisco TelePresence collaboration.
- Integrate with other collaboration applications: Combine video, unified communications solutions, and Web 2.0 technologies such as Cisco WebEx meeting applications to flexibly work face-to-face while providing a transparent experience for remote participants.

## A Full Spectrum for All Requirements

The Cisco TelePresence portfolio provides an innovative and integrated architecture whose hallmarks are quality, a natural end-user experience, reliability, any-to-any interoperability, and scalability.

A complete endpoint portfolio spans the spectrum from personal systems to multipurpose rooms, to immersive rooms, while a set of solution platforms makes custom and industry-specific deployments possible.

The infrastructure is built on the concept of interoperability between Cisco and other companies' video products, maintaining investment protection and broad, global scalability. Comprehensive management software belies the simple user interface, and gives administrators a set of powerful tools to maximize investments.

## Intercompany and Cloud-Based Solutions

Managed and hosted telepresence services offer businesses a flexible way to obtain Cisco TelePresence as a service. These services offer end-to-end solutions with simplified provisioning and scheduling as well as proactive monitoring and management. Also included are advanced cloud-based services for multimedia conferencing, interoperability, and the ability to securely connect to organizations across organization boundaries.

Public Cisco TelePresence Suites can extend businesses' ability to be in more places at the same time through a pay-by-the-use model. With public Cisco TelePresence Suites in more than 40 major business hubs around the world, organizations can create innovative work models, scale marketing events across geographies, and create greater engagement and unity with remote offices and employees.

Cloud-based Cisco Callway services offer growing businesses an affordable and accessible subscription plan to get started with Cisco TelePresence and connect face-to-face across their organization as well as with customers and partners.

For service providers, Cisco offers the Cisco TelePresence Exchange System, a flexible video service-creation platform that enriches and simplifies the ability to offer a subscription-based service to their customers. The system is a hardware and software solution platform designed to enable service providers to introduce a flexible set of cloud-based telepresence service options for managed and hosted telepresence and secure video collaboration across their business ecosystem and value chain.

**Figure 2.** Cisco TelePresence Exchange System allows Solution Providers to deliver a full suite of managed and hosted Cisco TelePresence services.

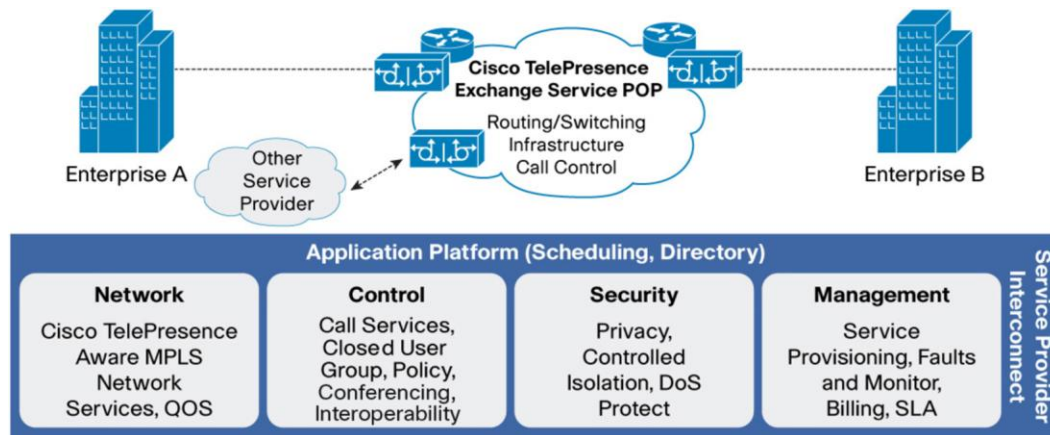


Table 1 shows the comprehensive portfolio of Cisco TelePresence solutions

**Table 1.** Cisco TelePresence Product Portfolio

<p><b>Endpoints</b></p> <p><b>Immersive Endpoints</b></p> <ul style="list-style-type: none"> <li>• Cisco TelePresence System 1300 Series</li> <li>• Cisco TelePresence System 3010</li> <li>• Cisco TelePresence System 3210</li> <li>• Cisco TelePresence System T3</li> </ul> <p><b>Multipurpose Endpoints</b></p> <ul style="list-style-type: none"> <li>• Cisco TelePresence System Profile Series</li> <li>• Cisco TelePresence MX200</li> </ul> <p><b>Personal Endpoints</b></p> <ul style="list-style-type: none"> <li>• Cisco IP Video Phone E20</li> <li>• Cisco TelePresence System EX Series</li> <li>• Cisco TelePresence Movi with PrecisionHD USB Camera</li> <li>• Cisco TelePresence System 500 Series</li> <li>• Cisco TelePresence System 1100</li> <li>• Cisco TelePresence System 1000 MXP</li> <li>• Cisco TelePresence System 1700 MXP</li> </ul> <p><b>Solutions Platform</b></p> <ul style="list-style-type: none"> <li>• Cisco TelePresence System Codec C40/C60/C90</li> <li>• Cisco TelePresence System Edge 95/75 MXP</li> <li>• Cisco TelePresence System Quick Set C20</li> </ul>	<p><b>Infrastructure</b></p> <p><b>Call Control</b></p> <ul style="list-style-type: none"> <li>• Cisco TelePresence Video Communication Server</li> <li>• Cisco Unified Communications Manager</li> </ul> <p><b>Conferencing</b></p> <ul style="list-style-type: none"> <li>• Cisco TelePresence MCU 4501</li> <li>• Cisco TelePresence MCU 4500 Series</li> <li>• Cisco TelePresence MCU 4200 Series</li> <li>• Cisco TelePresence MCU MSE 8510/8420</li> <li>• Cisco TelePresence MSE 8000</li> <li>• Cisco TelePresence Supervisor MSE 8050</li> <li>• Cisco TelePresence Multipoint Switch</li> <li>• Cisco TelePresence Server 7010</li> <li>• Cisco TelePresence Server MSE 8710</li> </ul> <p><b>Media Services Products</b></p> <ul style="list-style-type: none"> <li>• Cisco TelePresence Content Server</li> <li>• Cisco TelePresence Recording Server</li> <li>• Cisco TelePresence IP VCR 2210</li> <li>• Cisco Media Experience Engine</li> <li>• Cisco TelePresence Advanced Media Gateway 3610</li> <li>• Cisco TelePresence IP GW 3510</li> <li>• Cisco TelePresence ISDN GW 3241</li> </ul> <p><b>Management</b></p> <ul style="list-style-type: none"> <li>• Cisco TelePresence Manager</li> <li>• Cisco TelePresence Management Suite</li> </ul>	<p><b>Cloud Services</b></p> <p><b>Managed &amp; Hosted Services</b></p> <ul style="list-style-type: none"> <li>• Intercompany Cisco TelePresence Services</li> <li>• Cisco Callway</li> <li>• Public Cisco TelePresence Suites</li> </ul> <p><b>Service Provider Exchange Solutions</b></p> <ul style="list-style-type: none"> <li>• Cisco TelePresence Exchange System</li> </ul> <p><b>Peripherals</b></p> <ul style="list-style-type: none"> <li>• Cisco TelePresence PrecisionHD Camera</li> <li>• Cisco TelePresence PrecisionHD USB Camera</li> <li>• Cisco TelePresence Remote Control 4</li> <li>• Cisco TelePresence Remote Control 5</li> <li>• Cisco TelePresence Touch</li> </ul> <p><b>Industry Products</b></p> <ul style="list-style-type: none"> <li>• Cisco HealthPresence</li> <li>• Cisco TelePresence System Educator MXP</li> <li>• Cisco TelePresence System Intern MXP</li> </ul>
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## The Reassurance of Expertise

Whether you decide to do it yourself, combine on-premises deployment with a managed service, or completely outsource your telepresence deployment, Cisco's service model gives you the most flexible options and the most control.

Cisco Services can help you deliver on the benefits of telepresence and business video. From architectural blueprints to delivery and management, we can plan, build, and deliver a deployment that best meets your needs.

In addition, Cisco has developed a worldwide ecosystem of partners qualified to deliver and support telepresence, video collaboration experiences, and operational services. Our Cisco TelePresence partners have the depth of expertise to meet your unique telepresence and video services needs from business requirements and installation to ongoing management. The Cisco partner community possesses expertise in both video technology and network architecture, helping ensure that you can harness the greatest value from the solution you choose. In addition, Cisco Certified TelePresence Connection carriers can help you implement, operate, and scale, especially beyond the boundaries of your own organization.

## Collaborating Globally While Operating Locally

With exceptional power to scale your resources globally, Cisco TelePresence systems unlock the barriers to collaboration. A high-quality experience, simple user interface, and operating models that work no matter what your requirements are, combined with the power of the underlying network, make this solution an ideal cornerstone of an effective collaboration strategy for your organization. With virtually limitless collaboration technologies connected through Cisco TelePresence systems, the power of the network is now significantly expanded.

Cisco TelePresence conferencing is leading the way to a world where collaboration knows no boundaries. The future is here now with Cisco TelePresence technology.

Read more about how Cisco TelePresence technology can help you collaborate at:

<http://www.cisco.com/go/telepresence>.

Learn how Cisco TelePresence technology can be the foundation for your collaboration strategy at:

<http://www.cisco.com/go/collaborationstrategies>.



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**Americas Headquarters**  
Cisco Systems, Inc.  
San Jose, CA

**Asia Pacific Headquarters**  
Cisco Systems (USA) Pte. Ltd.  
Singapore

**Europe Headquarters**  
Cisco Systems International BV Amsterdam,  
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