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HD Video Communications Special Report

Myths versus Facts: Setting the Record Straight

There's no doubt videoconferencing has come a long way in the past few years. Technology that began as a fixture of sci-fi movies and at the highest end office buildings is now enjoyed regularly around the world, as a business support tool and even for personal use. It is official — whether we are talking business or letting our kids say hello to their grandparents, we all see real value in "being in the room" with those we are conversing with.

But all of us who've tried it know that traditional videoconferencing isn't quite like being there. Quality is shaky and video and audio can be spotty... fine for that chat with grandma but not exactly ideal for the subtleties of business conversation. Thankfully, HD video communications have offered businesses another option.



Much like standard video conferencing in the past, High Definition video communication is now readily available — and more accessible than you'd think. With HD displays and IP networks quickly becoming "the norm" in business settings, companies are finally experiencing crystal-clear, vivid "in person" meetings with colleagues who are geographical worlds away.

With any newer technology, there are plenty of misconceptions and concerns about HD video communications. To aid your research and discovery process, we've outlined the five myths we receive most often.

MYTH #1: High quality video communication needs too much bandwidth.

FACT: Most businesses have no trouble allocating 1Mbps over the public Internet — a bandwidth that is quite cost effective and produces simply phenomenal HD video quality. But even at 384Kbps, Cable TV quality is achieved — still a marked jump over traditional video conferencing. Many LifeSize clients enjoy the quality that a QoS (Quality of Service) network provides, but the technology certainly does not require it.

MYTH #2: High Definition video communications is impossible over the public Internet.

FACT: As LifeSize customers have proven time and again, this is simply not true. Even across continents, a 1Mbps high definition public connection is more than enough bandwidth. Excessively busy times of day may result in some packet loss and a slightly degraded picture, but overall quality is still quite high. For mission critical applications that cannot run the risk of any degradation, QoS networks are available and extremely effective.

MYTH #3: HD video is for specialized applications (i.e. performing surgery; examining historical artifacts).

FACT: Successful executives agree — business is full of subtleties. As a society that has been relying on email as a business tool for over a decade, we can all recall the times that an email's "tone" was misinterpreted. Think of HD as your insurance policy that you won't miss a raised eyebrow, a concerned whisper, or an insightful reaction. Simply put, HD video communication is your way of knowing that you'll never miss a thing — at least due to technology limitations.

MYTH #4: High definition video latency is too long and frame rates are too low.

FACT: Much like long distance calls or cell phones years ago, this used to be a problem. But in fact, most HD video latency is now less than that of a regular cell phone call. Be warned that there are some systems out there that offer lower than 30 FPS (frames per second) — before purchasing a system, confirm that yours is a true HD solution, powerful enough to deliver 30FPS or more. At LifeSize, we take things a step further by offering 60FPS solutions — double what is necessary for HD, and an incredible step up in motion handling and latency.

MYTH #5: High definition video communication is too expensive.

FACT: In this economy, you can't be too careful about new purchases. The truth is, there are many HD video communication systems that may not be worth the large price tag — especially when you factor in maintenance, support staff, and service provider arrangements. But other options are surprisingly affordable. LifeSize Express 200™, for example, is a feature-packed, true HD video communications system that supports dual display video and content in High Definition, all in an award-winning, unparalleled price / performance package. When you consider the extremely enhanced quality — quality that our clients tell us has significantly reduced time and money spent on travel for in-person meetings, the right HD video communication investment often pays for itself in spades.

There's no doubt that video communication is here to stay. High Definition is the insurance you need to know that technology won't stand in the way of the subtleties that combine to create a successful business interaction. The technology has arrived, the solutions are accessible, and the benefits are undeniable. Do your research and you'll find that it's time to start taking advantage of HD video communication.

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