



Federal Telepresence: Dispelling The Myths

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White Paper

EXECUTIVE SUMMARY

It comes as no surprise that high definition (HD) Video Conferencing or Telepresence is beginning to experience a rapid uptake and replace traditional or standard definition video communications as a far superior technology. The quality, simplicity and manageability of this new medium, combined with the wide availability and lower costs of both HD displays and broadband, promise far greater usage and value to agencies than traditional video conferencing.

Many agencies that have used traditional video conferencing accepted video that was sub-par at best – more akin to quality received from an old VHS tape than from a present day HDTV. Telepresence enables an experience as authentic as if users are meeting face to face. Clear, crisp picture quality and synchronized audio with minimal latency helps to maintain focus and provide an effective, high-quality video conferencing experience that is secure and easy to use. Early agency adopters are already seeing the benefits of reduced travel costs and increased daily collaboration beyond the limits of audio conferencing, email and instant messaging.

Despite these proven benefits, there is still some reluctance to make the move to HD video conferencing based on some common misconceptions. There are five popularly held beliefs about Telepresence, which can be dispelled as myths.

“Telepresence is an experience based on videoconferencing in which remote session participants appear to be located in the same room and sitting on the other side of the conference room table.”

High definition (HD) Video Conferencing promises to dramatically enhance business performance in the coming years. The quality, simplicity and manageability of this new medium promise far greater usage and value than traditional videoconferencing.



MYTH 1: TELEPRESENCE REQUIRES TOO MUCH BANDWIDTH FOR FEDERAL AGENCIES

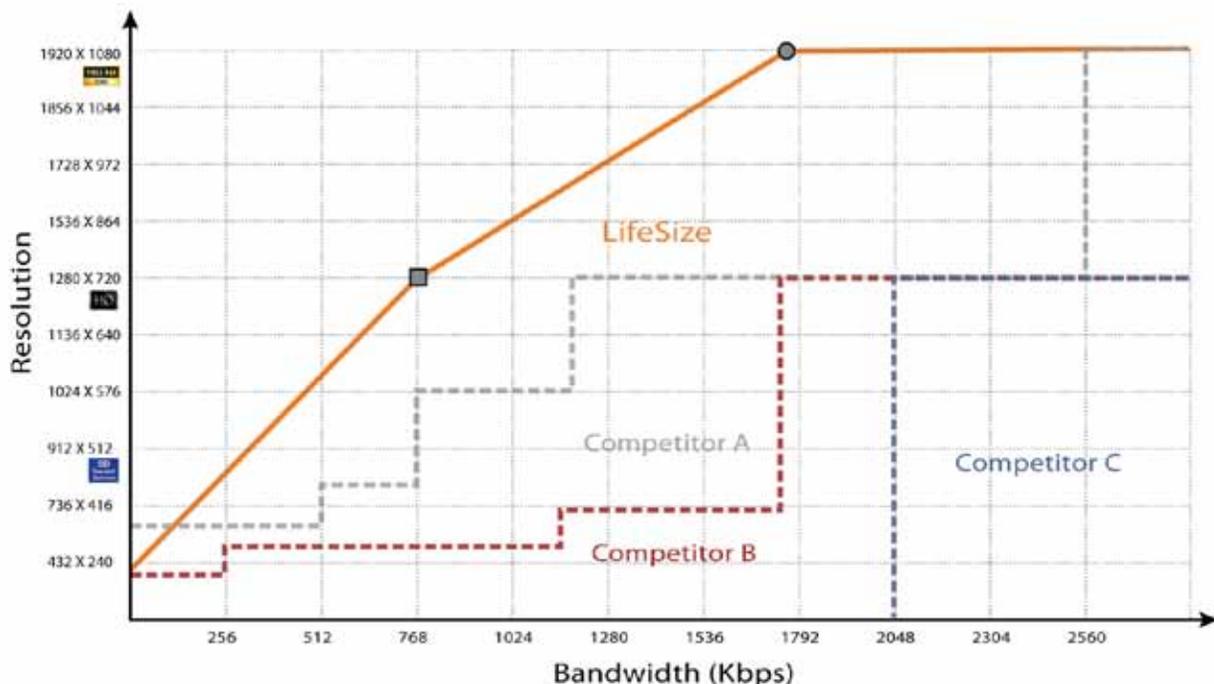
FACT: To achieve a high definition video conference session with LifeSize, less than 1Mbps (megabits per second) of bandwidth is needed, but LifeSize's value does not stop there. LifeSize delivers 2-4 times the performance of the competition. Our superior technology allows agencies to see measurable increases in video quality at lower bandwidths. Our systems can achieve cable TV quality resolution at 384Kbps (kilobits per second) and two times better than cable TV quality is possible at 768Kbps.

This means agencies can literally see an immediate return on investment (ROI) whether they are using our system across their enterprise network, between agencies, or over the public Internet. Unlike other video systems that use over twice as much bandwidth, utilizing LifeSize means agencies can begin using HD video solutions today, without worrying about network capacity

LifeSize was the first to deliver HD video at 768kbps and only LifeSize provides:

- Full 720p, 30/60 frames per second without performance tradeoffs in resolution or motion.
- The absolute best quality video and resolution than any other system based on their capability.
- Security without performance compromises, use 128-bit encryption and maintain HD quality.
- 16x9 aspect ratio even when bit rates are low.

BEST PERFORMANCE ARCHITECTURE



MYTH 2: HD VIDEO CONFERENCING ISN'T A SECURE WAY TO COMMUNICATE

FACT: Unlike the other video conferencing manufactures like Tandberg (Cisco) and Polycom, LifeSize designed their entire line of video solutions from the ground up and with secure, HD quality calls in mind. Our systems utilize federally approved, FIPS 140-2 certified H.235 AES encryption to protect your sensitive communications and ensure the privacy of your PII data. We also employ H.460 and SIP solutions for automated firewall and NAT traversal. This means there is no need to open unwanted holes in your firewall that hackers can compromise.

Our security solutions are even built into our remote HD video systems for telework and home users. This makes holding HD video calls over the Internet secure, reliable and affordable.

MYTH 3: HD VIDEO CONFERENCING IS JUST FOR SPECIALIZED APPLICATIONS

FACT: There is no doubt that HD video conferencing offers exceptional quality for applications that rely on critical communication such as medicine and education, or for agency leadership. The good news is that LifeSize has taken the accessible, easy-to-use, high-quality experience of high-end Telepresence systems and made them available and beneficial across your entire agency. No longer do you need cost and space prohibitive build-outs of specialized rooms to experience true Telepresence. Our technology allows incremental improvements in the way your agency communicates and exchanges information more effectively and productively.

LifeSize HD video systems are easy to deploy and easy to use, only requiring 15 minutes for installation. Our cost-effective HD video solutions means Telepresence can now be integrated across your entire agency in no time, without breaking your budget. Use LifeSize instead of other video vendors and deploy as much as 2 times as many video endpoints for the same cost.

The world's largest financial institutions and ecommerce retailers rely on 128-bit AES encryption for billions of transactions.

The use of encryption combined with a properly configured firewall will ensure a secure video network. Moreover, it will allow the organization to leverage the immense benefits of the open Internet without requiring a dedicated network or secure WAN. This makes connectivity far easier and less expensive. These are key parts of a well-used video network resulting in stronger return on investment.



The LifeSize Difference

We designed a revolutionary architecture for Telepresence. Using the most advanced technology, LifeSize delivers the ultimate in quality, flexibility, security and price performance.

MYTH 4: HD VIDEO CONFERENCING EQUATES TO HIGH LATENCY AND LOW FRAME RATES

FACT: Contrary to popular belief, latency experienced during a video conference is less than the latency experienced with a mobile phone. While some of our competitors' emerging Telepresence systems only operate at 10-15FPS (frames per second), LifeSize's true HD video solutions are powerful enough to deliver 30FPS or more, providing stunning video that allows you to see every movement and every gesture. Low latency and high frame rates allows LifeSize to deliver the Telepresence quality and experience agencies require.

Higher Frame Rates for Motion Handling

LifeSize is powerful enough to deliver 30FPS or more versus other systems, such as Tandberg, that operate at 10-15 FPS.

MYTH 5: TELEPRESENCE IS TOO EXPENSIVE

FACT: Traditional Telepresence systems from other vendors are very expensive, normally require a special room for a dedicated build-out and offer limited if any interoperability with other HD video systems. LifeSize has changed all of this. As a globally recognized leader in HD video technology, LifeSize has developed an entire line of HD video conferencing solutions at extremely affordable rates. Our systems provide the quality, security, interoperability and flexibility agencies require at a fraction of the cost of other vendors.

Greater Quality/Low Cost

Easily deployed within your agency's existing enterprise network, LifeSize solutions have been proven to deliver the best bandwidth/performance in their class. No costly network build-out required. No additional expensive equipment to buy.

HD Video Conferencing solutions are available today and can have a tremendously positive impact on agencies. Thanks to greater system processing power, better and less expensive displays, HD cameras, more assessable network bandwidth and continuous innovation, LifeSize has made Telepresence a tool every agency can afford and utilize.