

Smart Video is a term coined by LifeSize to describe a video conferencing experience that is feature-rich, simple and doesn't require any training. In the same way that smartphones have transformed the mobile phone industry, Smart Video is a new approach to video conferencing with a keen focus on a radically simplified user experience.

Traditionally, video conferencing has been incredibly difficult to deploy, and many industry analysts agree that for the average business, the cost and complexity of the technology is too overbearing. When a video conferencing system is truly smart, businesses will find that the IT investment is minimal but the capabilities of the system are vast.

History

The concept was born from a comparison to smartphones and how the cell phone market was transformed with the introduction of user-friendly applications. Smart Video takes a similar approach: a video conferencing system that is so easy to use and filled with so many advanced software applications that it can be used on a daily basis by any user, regardless of IT skill.

LifeSize introduced the concept of Smart Video with its 2013 launch of the LifeSize Icon Series, a new video conferencing system that blurs the lines between endpoints and infrastructure.

Importance of Infrastructure

Much of the reason the Apple® iPhone® has had worldwide success is the sophistication of its software platforms and applications. In the same way, Smart Video conferencing systems must have a robust software infrastructure platform behind them in order to provide the same simplified experience as a smartphone. LifeSize® UVC Platform™ is an example of a fully integrated, virtualized software platform that consolidates multiple video applications and makes them available on one common interface.



Features and Applications

In order for a video system to be considered Smart Video, features should include:

- > Simplified directory navigation: quickly search the unified directory and connect in seconds
- Scheduling capabilities: see the complete schedule, including click-to-join meeting reminders
- Streaming and recording: users can stream and record with the press of a single button
- Multiparty calling: seamlessly integrated adhoc and scheduled multiparty calling
- > Firewall/NAT: secure full HD video calls within and across networks
- Presentation: intuitive data sharing up to 1080p and custom layout options
- > HD video quality: up to 1080p60
- > Flexible upgrades: including number of displays, type of camera and resolutions

Top five reasons that we believe the LifeSize Icon Series is truly Smart Video

1. Easy enough for anyone to use without training

Think of when you first bought your iPhone or Android™ device. Did anyone teach you how to use it? Of course not. You just fiddled with the device until you figured it out. The user interface of these smartphones is so easy and intuitive that it takes only a few minutes to navigate your way through it perfectly. The same can be said for the LifeSize Icon Series. With its icon-driven design, the LifeSize Icon Series is as easy to use as any smartphone. Anyone of any IT skill level can walk into a conference room and make a video call—no more embarrassment and no more calling IT for help. It really doesn't get any simpler than that.

2. Lots of infrastructure applications with none of the hassle

When you use your smartphone and go to Facebook, it really doesn't matter to you whether Facebook is hosted locally on your phone or on a server in California somewhere. As the user, you just want to access the site and start browsing. For too long, video conferencing infrastructure applications have been too complicated to use and, especially in the case of bridging, the user interface and navigation are completely different from those of the endpoint (DTMF tones, for example). With the LifeSize Icon Series, everything appears local to the user, and the technology simply vanishes. A lot of your consumer devices already do this, and it's high time for video conferencing to join in. So, whether you want to join a multiparty call, stream and record, or access your schedule for the day, you can do it all through the same UI.

3. Heads-up experience

A "heads-up display" means that you never have to look down to do the things you want to do (your eyes always stay up and on the screen). With the LifeSize Icon Series, we have eliminated all of those extra buttons on the remote control and kept the basics: up, down, right, left, mute and "OK." Everything else is right in front of you on the screen. With this new experience, users never have to look down at their remote to make a video call. Hey, if heads-up display technology is good enough for fighter pilots and luxury vehicles, it should be good enough for video conferencing, right?

4. Name-based dialing

When was the last time you actually called someone by dialing a phone number? Chances are, you looked on your contacts or favorites list on your phone and called them directly from there. Video conferencing has been plagued with IP, SIP and bridge numbers for far too long (and really, who has time for all of those numbers?). Wouldn't it be better if you could just look up your contacts by their first or last names and call them directly? Better yet, if they aren't in your corporate directory, what if you could pin them to your favorites list for easy reference? With the LifeSize Icon Series, you can. A name-based directory that can support up to 100,000 entries, a favorites list and a "recent calls" tab make for Smart Video.

5. Smart scheduling

Today, if you had a video conferencing call scheduled, you would have to refer to an email or calendar invitation to find out the IP, SIP or bridge number to dial—and that's if you even remembered that you had a meeting at all. With the LifeSize Icon Series, all of your video meetings are laid out in front of you, and if you want to join, just click a button and you're in. If you forget about your meeting, a pop-up reminder will appear on the screen to alert you. (Reminds you of your smartphone, doesn't it?) If you want to host a multiparty call, you no longer need a bridge number. All you have to do is set up a virtual meeting room and ask participants to join you. This works for recurring or ad-hoc meetings. Your virtual room will always be accessible.

Of course, the only way to truly experience Smart Video is to see it for yourself. Click here to book a demo and see the LifeSize Icon Series in action.

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