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Making Video Communications as Easy as a Phone Call. That's Smart Video™.

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What Is Smart Video?

Smart Video

/smɑːtˈvɪdɪəʊ/ *coined phrase*

1. Radically simplified user experience within video conferencing
2. Blurring of the lines between technology and the user
3. Single solution, not disparate technology ‘boxes’

Convinced? Experience it for yourself >

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What Is Smart Video?

Just as smartphones fundamentally redefined the value of a mobile device, Smart Video redefines video conferencing through an exceptional, simple-to-use, feature-rich HD video conferencing experience.

To be classified as Smart Video, video conferencing needs to deliver an intuitive, frustration-free experience. It has to connect you to a wide variety of applications (such as scheduled meetings and calendars, streaming and recording, multiparty calling and HD content sharing) that you can access with the push of a button, without needing to understand how any of the underlying technology works—just how you use applications on your smartphone.

It needs to do all this from one simple user interface that promotes discovery and reduces the training and support burden on administrators. It must be easy to deploy, simple enough to be used by anyone and flexible based on your needs.

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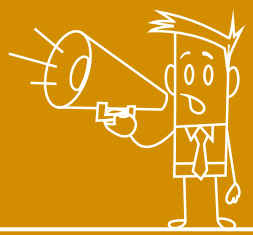
The Smart Video experience eliminates traditional video conferencing complexity so you can focus on the communication at hand.

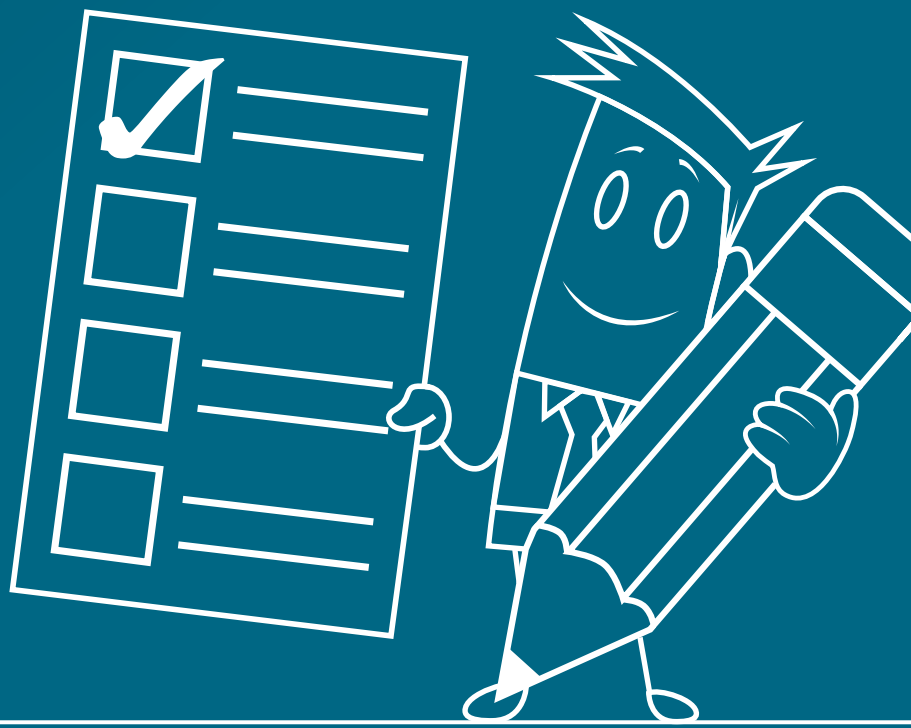


Intuitive, Feature-Rich, Flexible

1. An Intuitive User Experience

Let's face it, if something isn't easy enough to work without a user guide, you'll never use it. We agree, and that's why Smart Video is as simple to use as your smartphone.

You can scroll through applications, select one on screen and it just works. No need to read the dreaded manual or to have IT support on standby—it's easy enough for anyone to use without training.

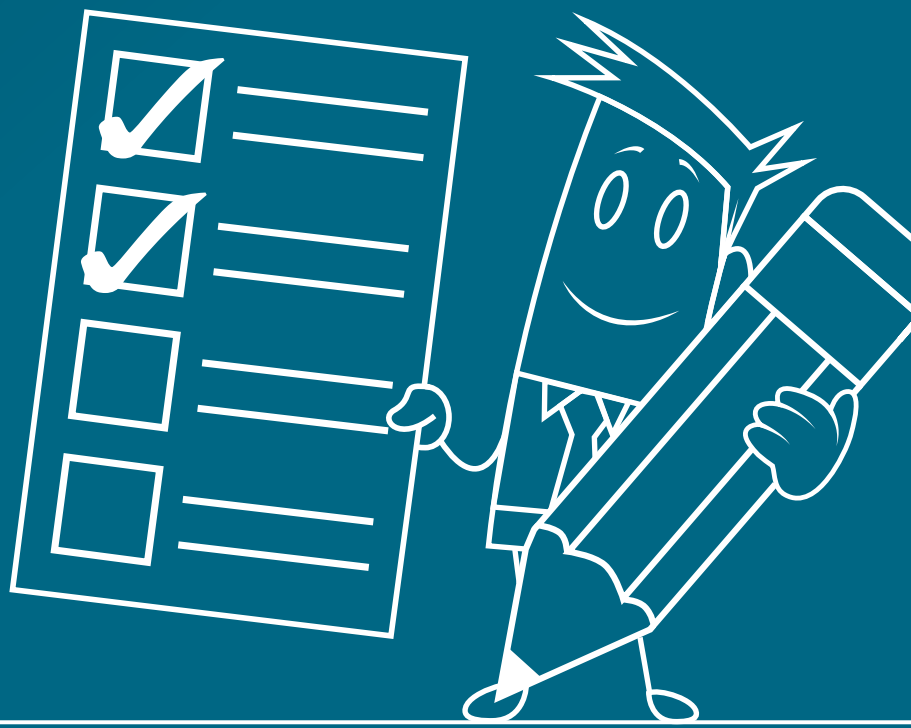


Intuitive, Feature-Rich, Flexible

2. Heads Up!

What's the point in having a face-to-face conversation with someone if you're not going to look at them? The Smart Video experience means you never have to look down (like at an overly complicated remote) to do the things you want to do over video—your head always stays up and focused on the call.

Now, you can access all of the available applications from one simple interface with the single push of a button.

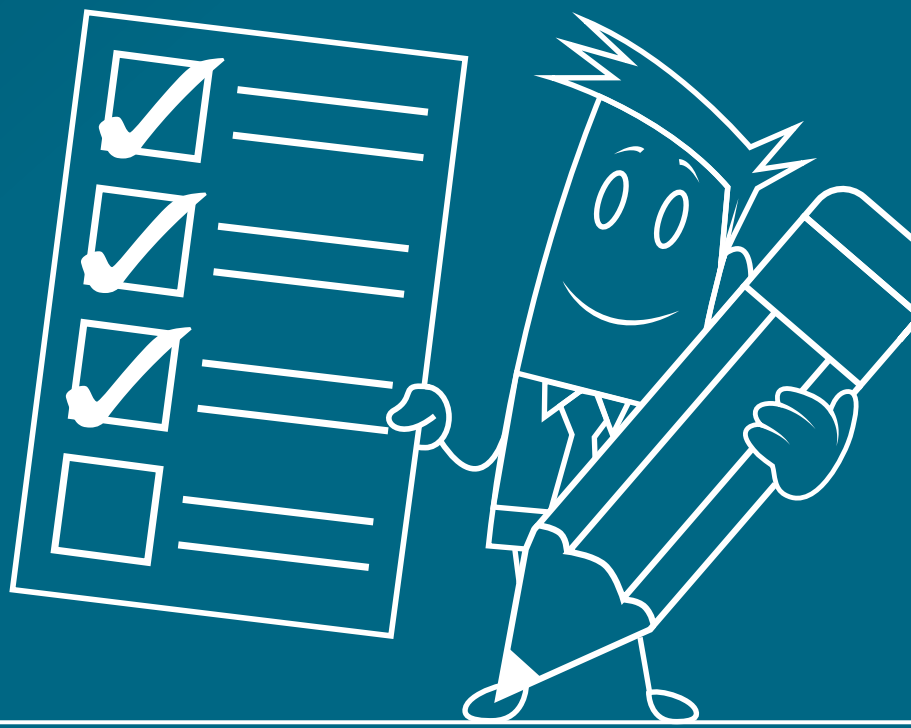


Intuitive, Feature-Rich, Flexible

3. Feature-Rich Apps

Who wants to navigate between applications just to quickly check a calendar or to look up an address to call someone? That just complicates the experience. Smart Video brings together applications like calendar schedules, streaming and recording capabilities and the ability to host a multiparty call from one interface and eliminates the drudgery of switching between different programs to access the information you need.

Imagine seeing your schedule on screen, with no waiting around for calendar reminders. Think of the ease of making one call to multiple people with the simple push of a button, with no more long call-in numbers to remember (or find) and type in. That's Smart Video.

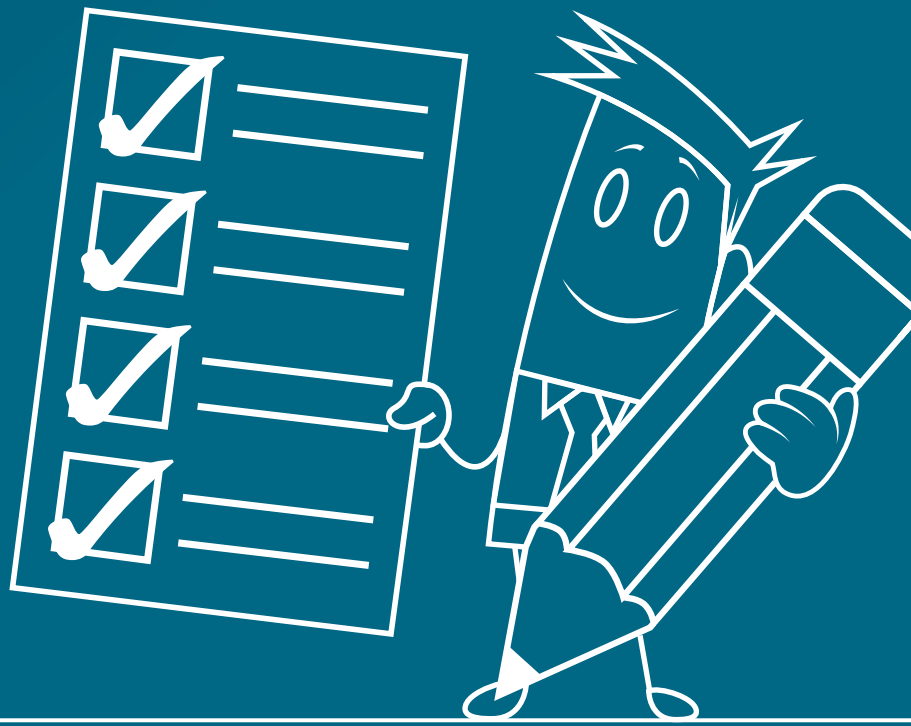


Intuitive, Feature-Rich, Flexible

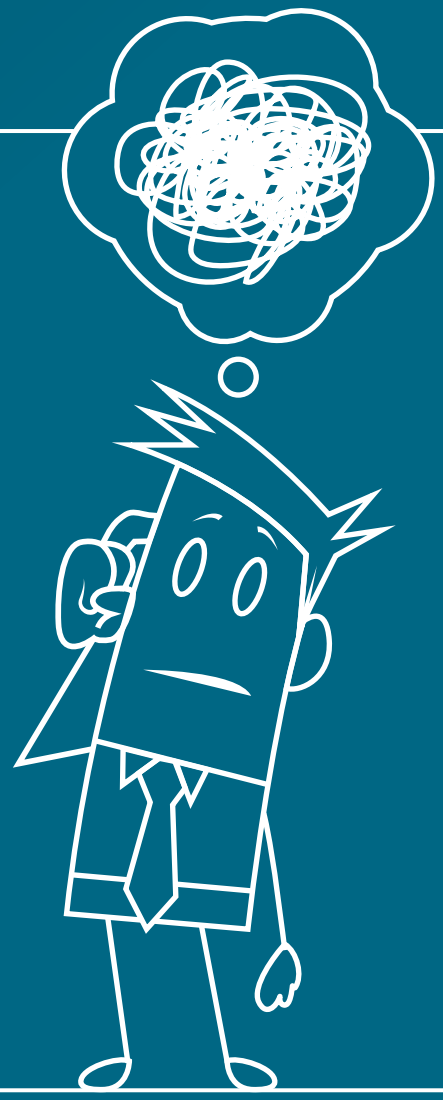
4. Flexible to Be Used Across Devices for a BYOD World

Why should video communications be restricted to the conference room? Our world is full of smartphones and tablets, and we should be able to use them for video conferencing without sacrificing quality. In order for video conferencing to be widely adopted across your organization, it must be accessible on any mobile device and offer the same feature-rich applications you get with a room-based solution.

Smart Video delivers on that promise by providing the same high quality experience on your phone, tablet, laptop and desktop as you have in the meeting room.



Removes Unnecessary Complications



Traditionally, video conferencing was built around complex devices in meeting rooms coupled with huge boxes in cupboards or "data centers" that communicated to one another over ISDN using DTMF commands. Sound complicated? Well, it was! The result was a negative experience for the user as legacy systems were difficult to use and designed to be run by telcos and service providers, not IT departments or business people.

ISDN–Integrated Services Digital Network:

An international communications standard for sending voice, video and data over digital telephone lines or normal telephone wires. Video conferencing used to link numerous ISDN lines together, communicating through old DTMF tones, resulting in low quality, low reliability.

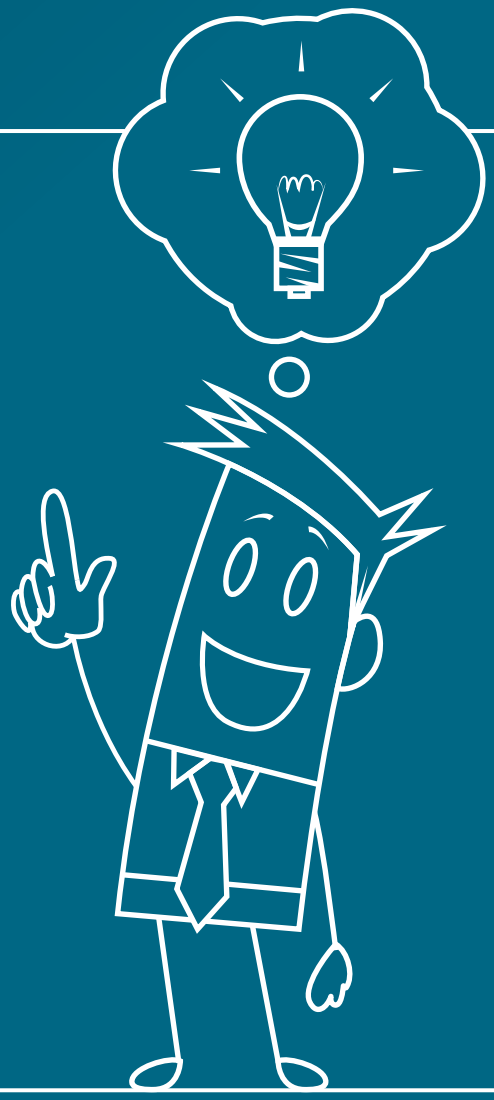
DTMF–Dual Tone Multi-Frequency:

Introduced in 1964, this is the system used by touch-tone telephones by assigning a specific frequency (consisting of two separate tones) to each key so that it can easily be identified by a microprocessor.

Removes Unnecessary Complications

The Smart Video experience sweeps all this away by blurring the lines between system and infrastructure through the use of one intuitive interface.

By removing unnecessary complications, your experience is more intuitive. Not having to know about how the technology works increases confidence and promotes usage so your whole organization can easily participate in video communications—and will actually want to!



"According to most studies, people's number one **fear** is public speaking. Number two is death. Death is number two. Does that sound right? This means to the average person, if you go to a funeral, you're better off in the casket than doing the eulogy."

Jerry Seinfeld

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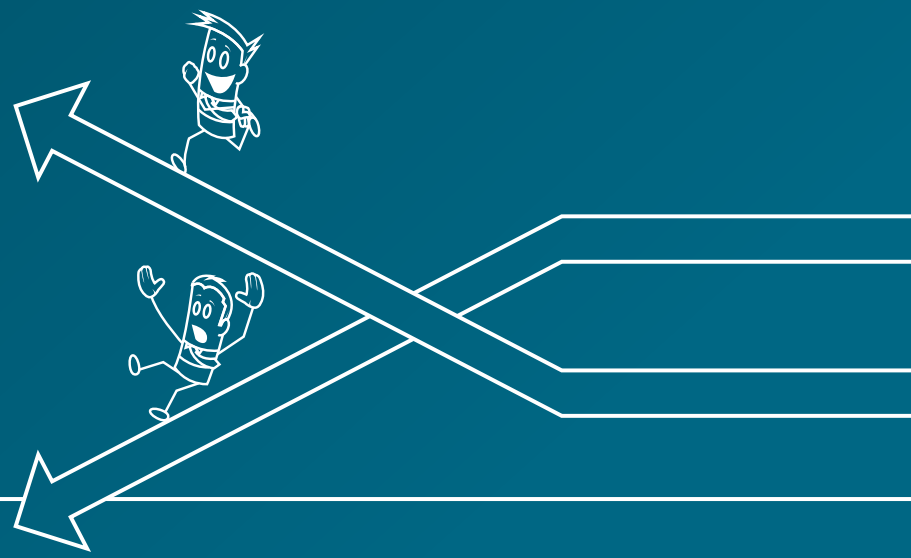
Reduces Fear to Increase Usage



The Smart Video Difference	What This Means for Your Business
Radically simplified user interface	Reduces fear; users more likely to pick up the remote and give it a try!
Systems are more sophisticated but less complicated	Allows for a lower cost to purchase and support
Extra applications are easily accessible	Promotes user adoption
Easy streaming/recording and mobility functions	Users aren't intimidated by the technology so they get more involved in the wide application of uses
Infrastructure runs a virtualized VMware® & HyperV® environment	A technology that IT is already using and familiar with means a lower cost to purchase, support and maintain

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"Simplicity is the ultimate sophistication."

Leonardo da Vinci

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Focuses on Total Simplicity

Function	Smart Video Experience	Legacy Video Experience
Record and stream conference	Scroll to and click record icon	Type in an IP address, then use far end camera controls to navigate to the menu and start the recording
Move from a two-person to a three-, four-, five-plus-person call	Add people from the directory menu as required	End the call, all participants find and dial a bridge number, type in DTMF key/add people from directory but limited to small number of participants on embedded MCU
Integrate with Microsoft® Outlook™ Exchange	Send an email	Install a plugin
Have all devices ring when someone video calls you	Automatic if logged into video client on all devices and video system is on	Not available

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Focuses on Total Simplicity

Function	Smart Video Experience	Legacy Video Experience
Transfer the call from a room system to a tablet/mobile device	Push the green arrow within your video client application	Not available
Invite someone without a video system to join your call	Send an "Invite a Guest" email (just need a laptop/Internet/webcam)	Not available
Join weekly meeting	Find meeting in directory and click to join	Dial bridge number and meeting directly (address ##) or navigate IVR (DTMF or arrow keys) to get to meeting
Set up a meeting	Just send an email or start calling people	Call IT, ask for them to provision a bridge meeting and give you the call details so you can distribute that information to your users

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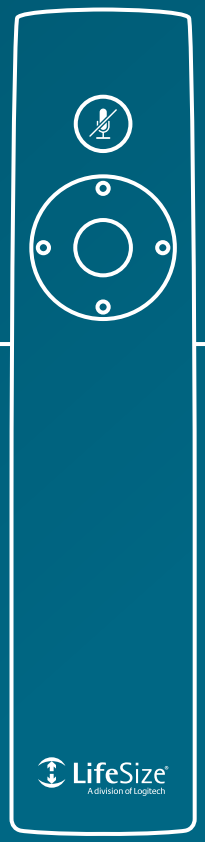
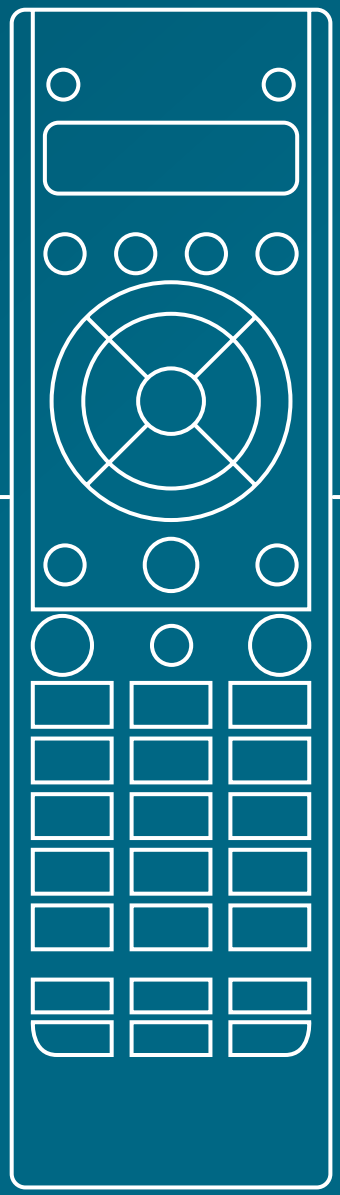
Less is More

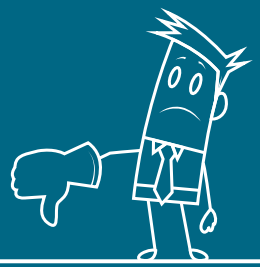
"Oh good, it has more buttons! That will make it easier to use," said no one, ever.

Sophisticated technology does not need to be complicated. Why should a remote have 10, 20 or 30 buttons when all you need is two to perform the exact same function? In fact, the Smart Video experience actually means increased functionality! Less is more? Now that's smart.



A smart remote





And a not-so-smart one

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IT Will Love It

So how about getting the IT team on board? Well, traditionally, video conferencing has been difficult to deploy, and the cost and complexity of the technology has been too overbearing for most IT departments. But 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.

Smart Video runs like a suite of applications, not a stack of boxes. IT departments love the ubiquitous technology as they are already familiar and have experience with it. As a bonus, the training and support burden is greatly reduced. What's not to love about that?

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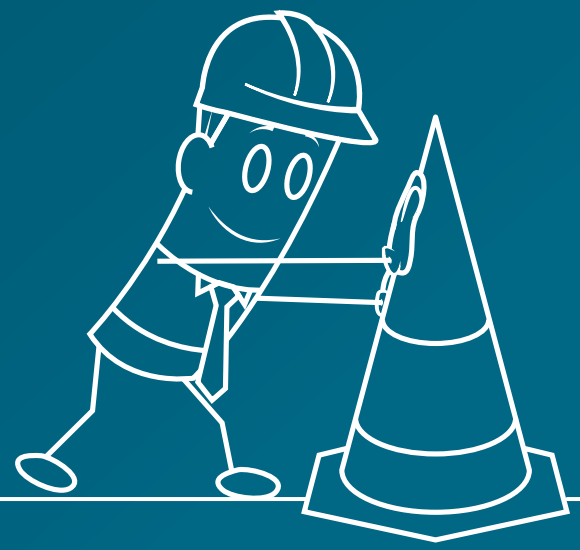
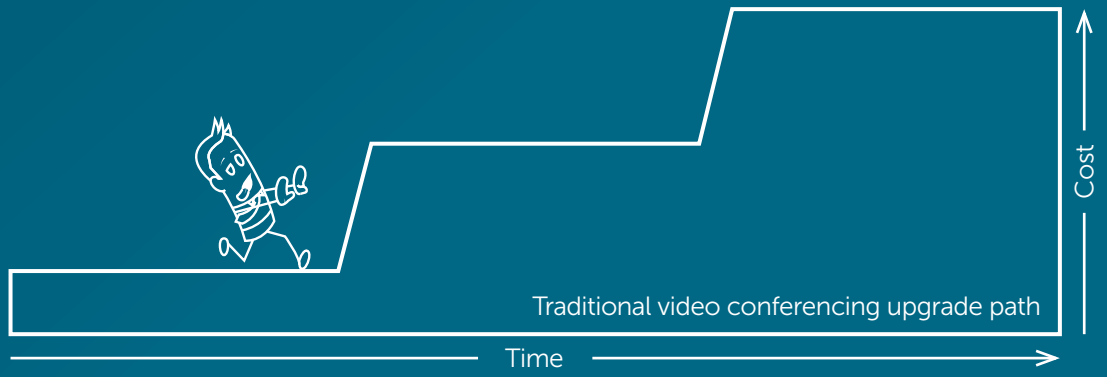
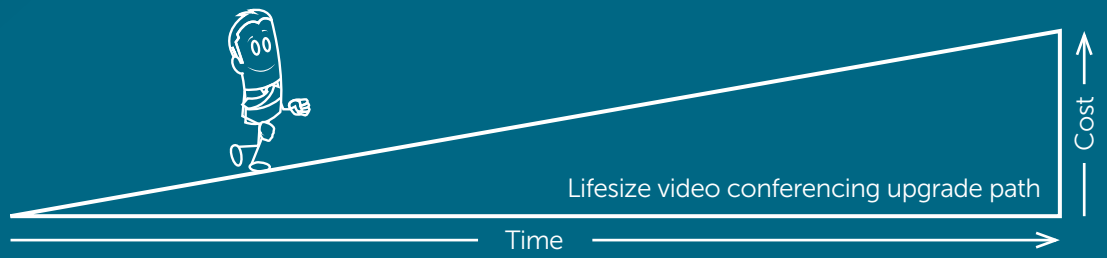
Removing Barriers to Entry



The words "video conferencing deployment" may cause you to despair in thinking of the huge dollar signs and the tons of equipment required. But the era of a big initial investment in "technology boxes" with capacities you may never reach is over. Now you can have what you need when you need it.

The enormous financial step previously required to move from low-quality "free" web conferencing services to HD business video has dramatically reduced. Virtualization and more sophisticated software mean you can now start small with your video strategy and build up as required, easily and more cost-effectively than ever before. We'd say that's pretty smart!





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Top Five Reasons Why Lifesize Icon Series Is “Smart Video”

Read more >

“Keep It Simple, Stupid!”

Read more >

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Explore the Smart Video Experience

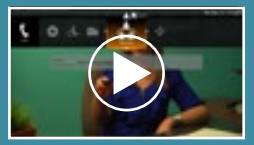
The days of complicated, expensive devices belong to a bygone era—and they should stay there. Today, anyone considering video conferencing should be looking for the Smart Video experience. Users should have access to the power of video collaboration without having to understand the technology behind it. Smart Video means an intuitive, easy-to-use solution with technology that IT is familiar and comfortable with. Anything else just wouldn't be smart!

We hope that you found our "How Smart Video puts the 'Smart' in Video Conferencing" guide helpful and, because we know that seeing is believing, we would be delighted to arrange an opportunity for you to experience the power of Smart Video for yourself.

Experience the power of Smart Video >

Smart Video, enabled by the Lifesize Icon Series

Read more >



Smart Video Experience

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