



ually gaining new heights. This might be for different reasons: for many, it's all about reducing costs and time, while others are showing a commitment towards strong green policies.

If we talk about the overall telepresence market and its growth, the Frost&Sullivan report suggests that by 2015 the global market for telepresence solutions will reach \$4.7 billion.

The report further projects that the Asia-Pacific region will be the major driver for this uptake, as this is where the major growth will take place. That is expected to account for over a third of the market, i.e. about \$1.7 billion in revenues. Another research firm, Zinnov Consultancy, believes that the Indian telepresence market will grow at a Compound Annual Growth Rate (CAGR) of 53 per cent, thereby reaching \$40 million by 2012.

If we follow conservative estimates, the market would grow over \$3 billion in the next 5-10 years. India as a market has a huge potential.

For our company, we foresee more revenue coming in from immersive telepresence in the subcontinent that will become all-pervasive. It will be a 'real killer' application in the future.

In terms of technology, we will soon see seamless interoperability across diverse networks, protocols, devices and vendors, which will extend the reach and benefits of telepresence solutions.

Also, with advancements in technology, immersive telepresence will see enhanced adoption across enterprise-wide teams and won't be restricted to only senior management and leadership teams.

You talked about immersive telepresence. How different is the concept from the already existing telepresence solutions?



"IMMERSIVE TELEPRESENCE SOLUTIONS ARE SETTING A NEW PARADIGM IN INDUSTRY AND HAVE ADOPTION ACROSS ENTERPRISE-WIDE TEAMS RATHER THAN JUST TO SENIOR MANAGEMENT"

Immersive telepresence solutions are setting a new paradigm in the industry. The technology helps collaboration in enterprises by bringing their management and leadership teams together with all of their nationwide and worldwide teams, without the need to travel. It is as if all of them are actually sitting in the same room, in front of each other.

With this, it is possible for up to 15 participants from any two locations, or upto 40 locations, or upto 600 participants, to get together and conduct mega management reviews, town halls or strategy sessions, on demand.

Also, enterprises can get their management and leadership teams together with nationwide

or worldwide teams, customers, partners and suppliers, in mixed continuous presence, to be able to see everyone at all times or in a mixed room switched mode, on demand—all of this without compromising on the quality of the immersive telepresence experience for telepresence participants.