An answer to collaboration hindrances

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On the current scenario of the telepresence market

The telepresence market has reached a maturity level where companies are now thinking of adopting this technology to seamlessly combine the advantages of their vast geographically dispersed talents. Immersive telepresence offers true-to-life images of remote participants, high definition video, high definition stereo spatial audio, excellent eye contact, and an experience that makes meeting participants spread across remote locations feel that they are sitting face-to-face across the table in the same meeting room. The potential market size of immersive telepresence in India is huge.

On competition from mid-range HD videoconferencing, and immersive solutions

Companies had started adopting immersive telepresence, as they were not getting the desired results after using video-conferencing solutions for years. Immersive telepresence creates a highly productive and engaging environment to enhance user experience and productivity. The ability for remote meeting participants to appear and work as effectively as in a face-to-face meeting helps them get real work done in video meetings.

On industry verticles driving market growth

The verticals embracing this technology are BFSI, telecom, IT, government, PSUs, defense, and the education sector.

On enhancement of telepresence via unified communications features

Media-rich capabilities empower meeting participants to work as effectively in telepresence meetings as they would in a local meeting. Sharing of documents, videos, and even explaining from a whiteboard, with all locations, fosters a truly engaging and productive meeting experience.

On key challenges faced by players in India

Some of the challenges that players usually come across while talking to the customers are cost factor and bandwidth issues. Companies feel that adopting an immersive telepresence suite would require a huge amount of capital investment. They are hesitant in experimenting with a new technology because of the challenges that they faced while using video conferencing solutions. Players need to educate customers more aggressively as these are no longer challenges in adopting immersive telepresence. Now, a customer can get a good telepresence experience at 1Mbps to 8 Mbps of bandwidth.

On key technology trends shaping the industry

- High-end media-rich capabilities that empower users to share content in real time with distant participants, to foster a truly immersive telepresence meeting experience;
- High definition video for a truly immersive experience;
- High definition stereo spatial audio that allows improved detection and intelligibility of speech from multiple talkers;
- Single user interface, to dial on demand from telepresence suites into multiple communication applications, with extreme simplicity;
- Interoperability with other communication channels to provide an integrated collaboration with users on audio, desktops, and emails, for a larger connected ecosystem.

Anything else you may like to add

We will continue to innovate and bring the best of solutions for the Indian market. We have pan-India expansion plans and are moving towards our goal aggressively. Our industry-leading enterprise, immersive telepresence solutions are highly advanced, yet extremely simple to use, fostering higher adoption, and highest RoI for enterprises. ∎