Telepresence for Mid-sized Enterprises

Telepresence and even regular video conferencing have usually been used by large enterprises, but now, even mid-sized enterprises can afford them. Here are the key trends, and products...

Amrita Premrajan

Given the slew of benefits that video conferencing brings in, mid-sized organizations have realized its importance and are ready to take off with it. Video conferencing offers you not only cost savings but also improved collaboration, faster decision-making, reduced time to market for products, faster seizure of business opportunities on account of increased strategic time with management and leadership teams, etc.

Here we discuss about developments happening in this space currently for mid-sized businesses and the benefits that they could be deriving from these technologies.

Developments in high def video conferencing

Though quite a few organizations have HD-capable systems, only a few organizations have network resources that could allow HD videos to flow freely. Hence HD was restricted only to high-profile users, or senior-management meetings, espe-

Immersive Telepresence Collaboration Suite designed with a horse-shoe seating.

cially in large enterprises. Polycom, a vendor in this space, has recently announced coding efficiency innovation that led to support for a standards-based video compression technology, H.264 High Profile, that reduced the bandwidth requirements for HD telepresence and standard definition video conferencing by as much as 50 per cent. Since the technology, significantly brings down the bandwidth requirements, CIOs who were earlier concerned with the fact that implementing video apps might overwhelm their IP networks, could now roll out video conferencing solutions without redesigning their entire network.

H.264 is a well-established and widely implemented standard for video compression, but it is the much simpler and less efficient H.264 Baseline Profile that was being previously used for visual communication applications. Polycom says that the High Profile technology is universally applicable to video-enabled elements in the network. Polycom recently introduced a videoconferencing product called QDX 6000 for the mid-sized businesses. The solution is a full featured product that offers plug and play functionality for simplified setup and ease of use. It is targeted at small deployments and at new users of video conferencing as well as at the education and healthcare markets. List price of the solution is US$3,999. The offering is attractive to mid-size businesses as it enables them to leverage public Internet for cost effective IP bandwidth.

Developments in telepresence

Telepresence system uses high definition cameras which provide feeds into life size HD displays and high fidelity acoustics which in a lot of cases localize the sound to image, that gives the effect of voice streaming from the video display of every partici-▷

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