

Polycom UltimateHD™ in a powerful professional integrator video codec.

Increased video resolution, increased audio fidelity, increased flexibility.

- True High Definition video resolution (720p) at 30 fps at 1 Mbps or higher.
- Increased resolution at lower bandwidths with 4CIF from 256kbps.
- 22 kHz audio for wide spectrum audio delivery.
- Professional video and audio inputs/outputs for flexible integration into any room.



Key Benefits

High Definition Video

- HD video enhances the overall meeting experience with true to life video with over 9x the quality of standard video.
- Increased resolution during a video call equals greater productivity
- Less fatigue, more focus on meeting and less on technology.
- All video calls are improved due to HDX solutions using standards based 4CIF video resolution at data rates starting from 256 kbps.

High Definition Voice

- The Polycom HDX Microphone Array has digital microphone elements with a 360 degree pickup.
- Clear, crisp audio for music or voices with 22 kHz audio pickup for increased fidelity and super wide-band audio performance
- Participants can be heard clearly from up to 20 feet away.
- Multiple microphone arrays can be used to accommodate larger meeting spaces

High Definition Content Sharing

- Share your PC, HD or Blu-ray DVDs in true High Definition.
- Simply plug and play and share as main camera source or as a dual stream using standard's based H.239.
- Optional People On Content allows the user to become part of their presentation using chroma key technology.

Additional Polycom HDX Benefits

Ultimate Flexibility

- Multiple professional HD video inputs and outputs
 - 5 video inputs and 4 display outputs (9004)
 - 4 video inputs and 3 display outputs (9001 and 9002)
- Easily integrates into any environment
- HDX series easily fits in to multiple applications due to its incredible flexibility and rich set of professional connectors

Polycom HDX Series

1

Qualifying Questions

Q: Do you have meetings with parties in multiple locations that would benefit from higher quality audio and video?

Q: Do you have medium to large sized conference rooms that require integration with other A/V equipment?

Q: Do users regularly share detailed data or media from a PC, document camera or other source during a video conference?

Q: Do you frequently participate in meetings or trainings for multiple hours that include presentations or documents?

Q: If you could get your product to market faster by approving samples, products or procedures over video – would that give you a competitive edge?

A: *If the answer to any one of these questions is **yes**, your customer should consider the **HDX Series** of products from Polycom.*

2

Value for Your Audience

To the IT Professional

- **Standard IP network protocols** – H.323, H.320, SIP
- **Low Bandwidth Requirements** – 1 Mbps to achieve true HD on the 9002 and the 9004. 4CIF resolution is offered at data rates as low as 256K.
- **Easy Integration** – 2U rack-mountable codec, long distance cables for cameras and microphones available. Professional video and audio inputs.
- **Backwards compatible** with existing video conferencing network equipment.
- **Highly secure** solution with minimal support utilizing AES encryption
- Bandwidth & content configuration options to **optimize for any environment**
- Standard Polycom **management options** (web, GMS, etc.)

To the End User

- **HD Voice** – Experience the clearest, crispest audio, in stereo. Hear every detail you want – and none that you don't!
- **HD Video** – See every nuance, every detail, every person clearly and make informed, real-time decisions with confidence
- **HD Content** – Share your work; demonstrate your value with the ability to share any document, program or file in high definition to all participants

3

Overcoming Objections

Q: I really don't need HD.

A: *The HDX Series is so much more than just High Definition. These units are the most powerful and flexible conferencing platforms ever designed by Polycom. All users will benefit from the improved data sharing capabilities, HD audio and improved video resolutions at any bandwidth.*

Q: I have a large network of older conference equipment; will these units be able to communicate with them?

A: *Yes, the HDX Series is **completely standards based**, so different devices will be able to talk to one another. Additionally, video quality is improved when CIF systems call into HDX solutions.*

Q: Your systems cost more than LifeSize or Tandberg – why?

A: *The HDX series is a professional video conferencing solution, designed for the integrated conference room and for customers who want the ultimate conferencing experience. The HDX series will outperform the competition every step of the way and we invited you to compare UltimateHD with any other HD system!*