



**SOLUTION BRIEF**

## Polycom Immersive Telepresence Solutions

The most true-to-life collaboration experiences, providing the fastest return on investment, all in a completely standards-based environment

Polycom immersive telepresence is your portal to a world of increased productivity, better decision making, and lowest total cost of ownership. Here is the Polycom advantage:

- Polycom delivers the industry’s lowest total cost of ownership and accelerated return on investment through breakthrough multi-functional design and up to 50 percent lower bandwidth requirements than any other solution on the market.
- Polycom immersive telepresence provides the most realistic and productive meeting experience in the industry.
- Polycom solutions are built on open standards and natively interoperate with other standards-based solutions, so you enjoy investment protection for your existing high definition and legacy endpoints.
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Total cost of ownership comparison vs. Cisco*		
Typical telepresence deployment for 5,000 person organization 8 immersive telepresence units, 150 room telepresence units, 1 bridge		
H.264 high profile OPEX savings	Equipment CAPEX savings	Total cost of ownership savings vs. Cisco*
Telepresence bandwidth savings  (Immersive + Room)	Telepresence systems and bridge savings	
\$0.166M	\$1.945M	
		\$2.111M

\* Based on MSRP pricing as of June 2010

Polycom immersive telepresence	Other competitive products
<ul style="list-style-type: none"> <li>• Delivers the most open, platform-agnostic architecture for telepresence</li> <li>• Provides unmatched investment protection and flexibility for leveraging existing UC environments with industry leading, standards-based telepresence solutions from Polycom PartnerConnect network</li> </ul>	<ul style="list-style-type: none"> <li>• Are tied to specific call management platforms</li> <li>• Are not standards-based</li> <li>• Require complex bridging and proxy devices that increase cost and complexity, and results in loss of critical collaboration functionality</li> </ul>
<ul style="list-style-type: none"> <li>• Provides best network adaptability and superior visual experience</li> <li>• Provides the only High Profile H.264 and Polycom® Lost Packet Recovery™ (LPR™) technology in the industry for up to 50% bandwidth savings, network adaptability, and superior video quality</li> </ul>	<ul style="list-style-type: none"> <li>• Offer no high profile bandwidth savings, less or no network adaptability, and lower video quality</li> </ul>
<ul style="list-style-type: none"> <li>• Offers the largest portfolio and variety of solutions, global services, and operations management options</li> <li>• Accommodates different space, applications, capacity, budget, and support requirements</li> </ul>	<ul style="list-style-type: none"> <li>• No other provider offers our breadth of solutions, services, or operations management options</li> </ul>
<ul style="list-style-type: none"> <li>• Makes distance meetings more productive thanks to Polycom’s comfortable and natural telepresence meeting environments that are just like being in the same room.</li> <li>• Only Polycom® RealPresence® fully immersive telepresence allows you to be seen in full height whether sitting, standing or walking around</li> </ul>	<ul style="list-style-type: none"> <li>• No other vendor offers fully immersive telepresence</li> <li>• Other telepresence solutions have cameras and microphones in full view which distracts from the natural meeting experience</li> </ul>
<ul style="list-style-type: none"> <li>• Lets you lower your total cost of ownership with a multipurpose conference table suitable for traditional (non-telepresence) meetings to optimize room utilization</li> </ul>	<ul style="list-style-type: none"> <li>• All other vendors offer telepresence solutions that require dedicated real estate for telepresence meetings and cannot be effectively used for other meetings</li> </ul>
<ul style="list-style-type: none"> <li>• Combined with Polycom RealPresence platform, delivers a flexible, open solution supporting calls with any type of endpoint including cell phone callers, video systems, legacy ISDN endpoints, Microsoft® Office Communicator clients—and more</li> </ul>	<ul style="list-style-type: none"> <li>• Require a bridge plus a gateway to talk to other solutions in the network, adding latency and cost</li> </ul>

### About Polycom

Polycom is the global leader in open standards-based unified communications and collaboration (UC&C) solutions for voice and video collaboration, trusted by more than 415,000 customers around the world. Polycom solutions are powered by the Polycom® RealPresence® Platform, comprehensive software infrastructure and rich APIs that interoperate with the broadest set of communication, business, mobile and cloud applications and devices to deliver secure face-to-face video collaboration in any environment.

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