

NEWS AND VIEWS ON REAL-TIME UNIFIED COMMUNICATIONS

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Polycom PR BooBoo Fools Wainhouse Research



Color us embarrassed. Andrew should have been more skeptical about last week's Polycom press release on the HDX 4000 that described a machine with incredible performance as a "complete, integrated" videoconferencing system in a slender "all-in-one" solution. If you thought the HDX 4000 was an unbelievable packing achievement, you were right. The HDX is actually a split system, the desk-top display includes the camera, microphones, speakers, subwoofer, and dial pad; the codec itself is a desk-bottom device – a separate box that will typically sit on the floor, or be nailed to the underside of the table (or wall-mounted even). While I don't believe this was ever an intentional announcement oversight by Polycom, the split system form factor is not mentioned anywhere in the press release (which has misleading information about packaging) nor in the data sheet (which simply says nothing about the form

factor). Based on the elegant product photos provided by Polycom, we conclude that either the cable connecting the display to the codec was airbrushed out of the image or the two subsystems communicate by WIMAX wireless technology (joke). Polycom product manager Bob Knauf presents a [15 minute sales video](#) on the HDX 4000 products and ten minutes into the story he does indeed mention the split form factor, which does have a few interesting advantages over the full "all in one" design approach – fewer cables running around the desktop (especially if you can photoshop them out of your life) and reduced fan noise if the device has a fan at all. Polycom was unable to provide us with a photo of the codec itself, so we're not exactly sure whether it's a 1U device or larger than an MGC 100! And we're not sure where the PC plugs in to the system either – to the monitor directly (which makes the above photo really "enhanced") or to the codec on the floor.

This announcement by Polycom has stirred up the industry. Check out [our Forums](#) and see all the chatter. Meanwhile, here are a few pricing tidbits that were not included in the story last week. A) HDX 4001 (SD) base price is \$8K, HDX 4002 (HD) base price is \$10K. B) data sharing (H.239) is free as a receiver but a \$2K option if you want to send content. C) the 4-way embedded bridge has an MSRP of \$3K. D) the HDX handles 2 Mbps calls standard, and 4 Mbps connectivity is a \$2K option. E) People On Content is \$3K- (not sure how you would use green screen with a camera embedded in the monitor bezel). F) a quad BRI ISDN interface or V.35 option for those still living in underwater caves or the 20th century is \$1,499 while the T1/E1 interface is \$3K.

Conclusions on last issue's HDX story: 1) unfortunate, unintentional oversight by Polycom PR machine, compounded by data sheet that is extremely light on details 2) proof that WR can be

caught napping from time to time; 3) still an interesting product, but expensive.

The “all-in-two” HDX 4000 does stretch our definition of “executive” systems, which up to now meant all-in-one packaging. But, we are inclined to include this new Polycom system in this category since the device is clearly intended for the executive desktop/small conference room. YES, we continue down the slippery slope of videoconferencing system definitions and NO, the HDX 4001/2 is not a telepresence system.

News in Brief

- **Microsoft** has released the final code for OCS 2007 to manufacturing. This is a major step for the company towards bringing rich media communications to Office and Exchange. To help IT managers predict the ROI of their investments, Microsoft is making a calculator and two whitepapers available on July 30. We haven't checked them out yet.
- **RADVISION** will be powering a solution for Securitas, a provider of security and surveillance systems. The system will allow 3G access and control for home security systems. The initial deployment targets an installation base of 7,000 households throughout Spain.
- **Polycom** announced that its VSX line of videoconferencing products has received Federal Information Processing Standards (FIPS) 140-2 Validation: Security Requirements for Cryptographic Modules. As far as we know, the VSX systems are the only videoconferencing systems with such validation.
- **Ericsson** and **Texas Instruments** announced that the companies will form a strategic technology engagement to develop custom solutions for new Open OS enabled 3G devices. Solutions from the technology created by the two companies will combine 3G modems from Ericsson with high-performance applications processors from TI and will include OMAP, custom basebands and connectivity technologies.
- **IBM**, which began using virtual sites to conduct meetings for remote employees, recently decided to establish virtual guidelines for the over 5,000 staff members inhabiting Second Life and other online worlds. Executives say a code of conduct helps officiate corporate life in the virtual space, thereby encouraging paid staff to further explore the virtual worlds IBM calls the “3d Internet.” Holy cow!
- **AudioCodes**, which acquired voice applications company CTI six months ago, has released InTouch Conferencing, a hardware-software combination that is an enhanced communications and messaging platform for service providers. The solution is based on an open, IP, and standards-based system conforming to telco-grade requirements for availability and redundancy.

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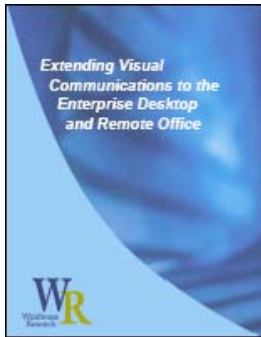
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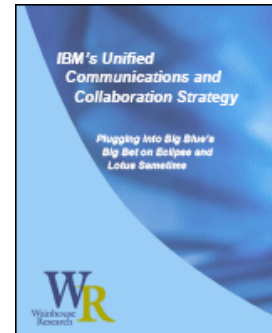
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Two New White Papers Available from WR



[Extending Visual Communications to the Enterprise Desktop and Remote Office](#) Deployments of desktop videoconferencing and collaboration solutions have long been stymied by NAT-firewall issues, complexity, lack of manageability, and limited ability to combine video with PC data. This free white paper gives a brief overview of the situation and describes a new solution from Radvision that overcomes many of these obstacles and provides remote and local knowledge workers, mobile colleagues and partners, as well as participants in conference rooms the ability to communicate easily with full voice, video, and web capabilities.

[IBM's Unified Communications and Collaboration Strategy](#) This white paper summarizes the key elements in IBM's unified communications and collaboration (UC²) strategy. The strengths and weaknesses IBM Lotus has in the unified communications marketplace are identified and we voice our opinion on Lotus Sametime's product strengths and where it could be improved. We conclude with our assessment of IBM's chances for success in the unified communications market.



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Point Nine Recap – July 19 New York City



July 19 saw the second meeting in 2007 for the North American participants of the Point Nine User Forum. This meeting, hosted by Lehman Brothers and sponsored by Accordent Technologies, focused on streaming and web casting technologies and applications. Over 20 representatives from 15 multi-national organisations gathered to hear presentations from WR's Ira Weinstein and key users of these conferencing technologies. One of the more interesting presentations was from Bob Millar of RIM who told how after two years of implementing a webcasting portal, RIM has built a contact database of 2 million names just from people registering for the webcasts. This and other presentations led to much lively discussion. It is obvious that major organizations are increasingly evaluating and deploying these solutions not just to enhance their own internal communications but also to interface with their customer base. A number of presentations given at this Forum were captured by Accordent Technologies and will be made publicly available through the WR Platinum web-site. If you would like further information on Point Nine, contact Richard Norris at richard@wainhouse.com



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