

## NEWS AND VIEWS ON REAL-TIME UNIFIED COMMUNICATIONS

As always, please feel free to forward this newsletter to your colleagues. To be added to our **FREE** automated email distribution list, simply visit [www.wainhouse.com/bulletin](http://www.wainhouse.com/bulletin).

Andrew W. Davis, [andrewwd@wainhouse.com](mailto:andrewwd@wainhouse.com)

### Live Panel Discussion to be Webcast Is Telepresence a Game Changer ?

May 27 at 11:00 EDT [Register Now](#). It's FREE



We're really excited to be pushing the envelope on webcasting and hope you can join us for an interactive panel discussion that will be broadcast over the internet. We've put together a panel of expert end users for a no-holds-barred discussion on telepresence, videoconferencing and the future of the visual communications. This one-hour session will take place through the magic of multipoint video and be STREAMED LIVE, available to any Internet connected user who registers. The magic wand is being provided by Glowpoint who is working to connect multiple video systems from multiple vendors operating on multiple networks, including the Internet. We don't believe anyone has ever dared to do this before. Join us on the bleeding edge, not like one of those boring audio conferences we all attend. If you can't, you can catch the replay.



Stephen Callaghan  
Bristol Myers  
Squibb



David Danto  
IMCCA



David Rosenzweig  
Merck



John Erik Horn  
Media-Saturn



Moderator  
Jason Ader  
Thomas Weisel



Moderator  
Andrew Davis  
WR

We still have room for another panelist volunteer Contact [andrewwd@wainhouse.com](mailto:andrewwd@wainhouse.com).

### Smart Innovation from Smart Technologies

SMART Technologies announced three new product platforms specifically targeted at corporate users who view collaboration as a business imperative – SMART Meeting Pro (\$5,999), SMART Hub SE (\$3,999) and SMART Hub PE (\$7,999). The three products combine with either single or multiple SMART Board interactive whiteboards and SMART Board interactive displays to create connected meeting rooms where dispersed staff can set up a data conference, write in digital ink over any application and save their work, share desktops and notes, and participate as if they were in the same room. Each platform is designed to work seamlessly and totally interactively with any SMART Board interactive whiteboard or display and other common meeting room components such as document cameras, VCRs and computers, allowing teams to instantly share information and desktops, brainstorm ideas, and save their notes.



SMART Meeting Pro software adds advanced whiteboarding and data conferencing to meeting rooms with a dedicated computer and one or more SMART Board interactive whiteboards or displays. The software can connect multiple displays and laptops in the same room or around the world, enabling meeting participants to share ideas and information. With SMART

Meeting Pro, teams can display documents and images, and notes can be made on any display in digital ink, then saved to a network drive, the desktop or a USB key and distributed via e-mail.

SMART Hub SE is a collaboration appliance that provides basic whiteboarding and data conferencing without a PC. SMART Hub PE combines the stability and consistent user experience of a collaboration appliance with the power of SMART Meeting Pro software. Designed to support single and multiple interactive displays in the same room and/or over distance, it features advanced whiteboarding, integrated data conferencing and a wireless laptop connection. Hub PE enables meeting participants to write over files on a single interactive display or simultaneously with team members on multiple displays. At the end of a meeting, notes can be saved to a network drive, the desktop or a USB key and distributed via e-mail.

*SMART Technologies will be hosting a workshop at our Boston Collaboration Summit on July 17. Additional information on the Summit is below.*

*Here's what Alan thinks:*

[agreenberg@wainhouse.com](mailto:agreenberg@wainhouse.com)

Adroitly defusing the PC vs. appliance debate, SMART wisely is offering two approaches to a meeting room technology that will turn heads. We have used beta versions of these products, and see them as a nice evolutionary spin on whiteboards that offers possibilities for brainstorming, process designs, business planning, NOCs, and engineering, providing another dimension of support for local and remote collaboration. We've spoken with numerous professional services organizations that are excited about the opportunities for project management, and educators who want the multiple display capabilities that can function almost like break-out rooms.

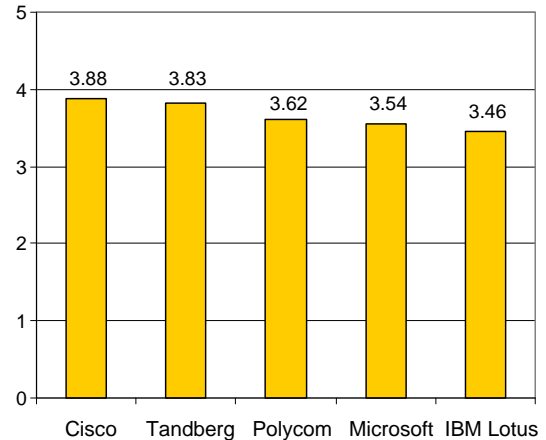
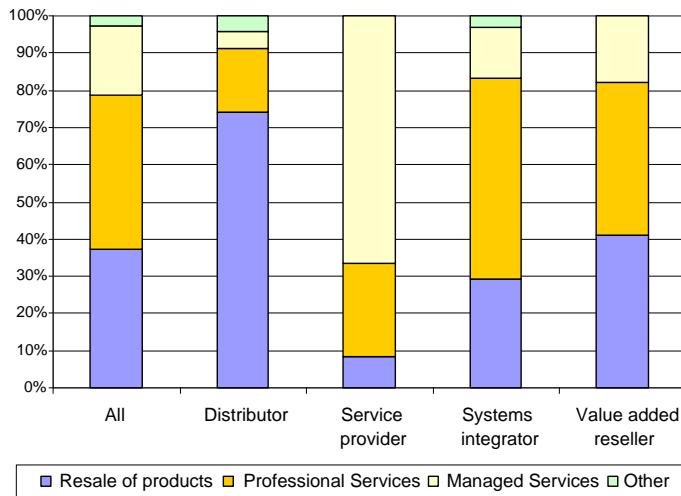
SMART is targeting the corporate and government markets with the Meeting Pro and SMART Hubs. These products are going to make a big difference in markets where SMART has been present but not led (unlike education, where they lead in market share). With a set of products that cost 8 to 10 times less than anything comparable, and a direct challenge to the much higher-priced PolyVision THUNDER Flipchart System, SMART finally is poised to make a significant run for the corporate conference room. We like the ease of use – a real nut to crack for corporate

users – and the ways in which the whiteboard software/appliances can play with multiple output devices locally and remotely. Though Meeting Pro and SMART Hubs launch a Bridgit web conference “under the covers” as a part of a session, these products easily can be integrated with third-party web conferencing and unified communications products. Are there any negatives? Some would argue that the price points are adding incremental costs to equipping conference rooms with richer collaboration capabilities. People will need to play with these to understand the possibilities for remote collaboration – but we see the entry costs of \$3,999 to \$7,999 to be well worth the added benefits.



## News in Brief

- HaiVision Systems announced a new firmware release for the OSCAR H.264 encoder and a price reduction of the OSCAR to \$1,995. The firmware release takes advantage of significant optimization of the OSCAR's processors to deliver twice the performance at full video (SD/D1) resolution yielding full frame rate full resolution video at bit rates up to 1.5 Mbps. The OSCAR can directly stream network video to QuickTime or Flash environments, or directly to OSCAR decoders for point to point applications.
- The IMCCA has announced it will be hosting a Telepresence Day at this year's InfoComm show June 19<sup>th</sup> in Las Vegas. The [agenda](#) includes a keynote by Duffie White, one of the pioneers of telepresence as well as multiple panel discussions, including one moderated by WR's own Ira Weinstein. The event also features two drawings for personal telepresence systems, our personal favorite oxymoron.
- Wainhouse Research has published its annual Channel Partner Survey results. This year we had 151 channel partners complete the online survey, 46% of whom were from EMEA. For a full list of survey questions and information on ordering the full report, see [www.wainhouse.com/reports](http://www.wainhouse.com/reports) or contact [sfargo@wainhouse.com](mailto:sfargo@wainhouse.com).

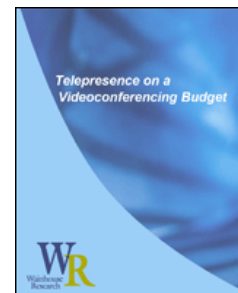


*One question asked:  
Which part of your business is growing the fastest?*

*We also asked the channel partners to score each of 15 vendors on six different metrics related to channel partner support*

- Emblaze-VCON announced a 1080p room videoconferencing system, the HD7000Pro. The system also supports H.264 video, CD-quality 20 KHz ultra-wideband audio, 6-site multipoint calling, DualStream technology, and session recording and streaming capabilities. Pricing was not announced, but the system is supposed to be shipping in June.
- Adobe launched a new version of Acrobat Connect Pro that includes many new features for Web conferencing, such as options for archiving and editing recorded online meetings; new presence capabilities that can allow federation with popular instant messaging (IM) clients; and powerful compliance and usage reporting tools. e-Learning enhancements include break-out rooms; rapid authoring of video-based content; integration with Learning Management Systems from Blackboard and SumTotal; and tools that track and organize online classes. Users also can easily tailor training sessions or meetings that help capture participants' attention and increase knowledge retention.
- Aethra has signed a master distribution agreement with Promptus Communications to cover Australia and New Zealand.

- Phoenix Audio Technologies released a telephone recording utility enhancement to the company's Quattro and Duet systems. The Phoenix Audio Recording Utility was developed to create high quality audio recordings of telephone calls and video conferences. It can also be used to record in-room discussions. The utility incorporates Phoenix Audio's adaptive noise reduction algorithm, and a unique automatic algorithm to balance the audio level of both sides of the conference.
- Two new reports are available from WR: *2008 European Collaboration Services Market* and *2008 European Addressable Market for Conferencing Services*. These two companion studies indicate that the demand for online meetings is still on the rise as companies look for alternatives to business travel for a variety of reasons. Market sizing and forecasts for audio and web conferencing and video bridging in 12 local markets are all included in the 2008 European Collaboration Services Market study. The Addressable Market Reports is a market opportunity analysis of 12 local markets. When combined, the two reports provide a cohesive look at the European Collaboration and Conferencing markets. For information on ordering the reports, see [www.wainhouse.com/csp](http://www.wainhouse.com/csp) or contact [sfargo@wainhouse.com](mailto:sfargo@wainhouse.com).
- [Check out this site](#) for details of a study called Travelling Light - this was compiled by the WWF and released recently. It is an interesting report on UK industry's intent to fly less and use more videoconferencing to help reduce carbon emissions. This report is based on the findings of a survey of 100 F350 UK companies and conducted by Critical Research.
- Netbriefings has added video blogging features to Proclaim, its rich media webcast communication tool intended for enterprises.
- A new WR whitepaper, *Telepresence on a Videoconferencing Budget*, explores a new breed of offerings that provide near-telepresence performance at a videoconferencing price point. Sponsored by Sensory Technologies, this paper provides insight and guidance into solutions and techniques that enterprises can use to enhance their current videoconferencing environment to achieve a superior visual collaboration experience. Visit [www.wrplatinum.com](http://www.wrplatinum.com) for your free copy.
- Telanetix reported financial results for Q1-2008. Compared to Q4-07, total revenue was \$7.7 million, up from \$7.4 million; video revenue was \$1.4 million, up from \$1.2 million, while voice and network revenue was \$6.3 million, up from \$6.2 million.
- In a filing with the U.S. District Court for the Northern District of California, Holmdel, N.J.-based FullView Inc. asked the court to require Microsoft to stop selling RoundTable and to award FullView triple damages. FullView's patent, which builds on other patent applications dating back to 1995, covers a camera system that combines the fields of view of several cameras to form a continuous 360-degree view.



## Videre Conferencing Jumps into Systems Business

Wishing to take ease of use and support to the next level for its videoconferencing customers, and slightly frustrated with the quality control and delivery services of some of its suppliers, Videre Conferencing is launching a series of highly integrated, fully tested room video systems based on codecs from LifeSize, Polycom, Tandberg, and "other leading manufacturers." Videre has cleverly bundled an intelligent control system with standard videoconferencing systems and complete packaging to address three types of conference room needs: mobile solutions, fixed solutions for small conference rooms, and a fixed solution for larger board rooms. Besides the emphasis on top quality video and sound, these systems are also designed to make local and remote presentations extremely easy (read un-intimidating and automatic) to launch and control.

The Videre Presence 300 and 500 systems do all of this through the hand-held remote that comes with the codec; the Videre Presence Series 700 includes a Crestron-type controller. All systems are available with multiple screen size options and in one and two-display configurations.



Videre Presence 300 Series



Videre Presence 700 Series

## Driving Processes and Innovation with Collaboration Solutions



***This is the place to be this summer!! July 16-17-18***

Our 8<sup>th</sup> annual Collaboration Summit moves back to Boston this year, in a new venue on the Charles River in Cambridge, MA at the Sonesta Hotel, 3 minutes away from downtown. This year's event includes our Technology Showcase format on July 16, and a two-day conference on July 17-18 that will feature several leading-edge workshops and a variety of interactive sessions on the benefits of collaboration technologies. Besides our keynote on *Surviving in a Digital Life World* by MIT's Andrew Lippman, the focus of the conference will be on driving process innovation in the enterprise and in the teaching environment. Come learn about teleworking, teaching and training, and enterprise collaboration. Details and registration at [www.wainhouse.com/boston08](http://www.wainhouse.com/boston08).



Danette Campbell



Stacy Austin-Li



Max Kolstad



Ruth Blankenbaker

Some of the thought-provoking presentations on the agenda include:

Danette Campbell from the United States Patent and Trademark Office speaking on *Implementing a Successful Telework Program*, Max Kolstad from the Arkansas Distance Learning Association with his presentation *People, Products, and Applications ... oh the Places You'll Go*, Ruth Blankenbaker from the Center for Interactive Learning & Collaboration on *Why Should I Use YOUR Technology for Distance Education? The Catbird's View of Technologies and User-Vendor Partnerships*, and our own Stacy Austin-Li on *What's Happening Today in China*.

Vendors participating in our July 16 Technology Showcase include AGT, Avistar, Compunetix, Dialcom, Emblaze-VCON, Global Crossing, Juniper, Masergy, NetBriefings, Radvision, Smart Technologies, Vidyo, and York Telecom.

A limited number of sponsorship and technology showcase opportunities remain - contact Sara Fargo, [sfargo@wainhouse.com](mailto:sfargo@wainhouse.com).

### GOLD SPONSORS



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