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## Las Vegas Wrap

Coming back from InfoComm I always have the compelling urge to go out and buy a huge flat screen TV..... you definitely get the not-so-subliminal message at InfoComm that size does matter in the AV world..... especially after you've seen the Red Sox on a 103 inch screen... and last week's show, with nearly 100% of the videoconferencing elite in attendance, the secondary message was "Telepresence Matters." Whether you were attending the IMCCA's special one-day conference-within-a-conference, headed up by everyone's favorite master of ceremonies and the IMCCA's technical director David Danto, just checking out multi-codec systems on the show floor from **LifeSize**, **Polycom**, **Teliris**, **Telanetix**, or marveling at the display technologies from **DVE** and **Telepresence Technology** and the **Barco** integration from **Tandberg** providing star-trek-like collaboration possibilities, you couldn't miss the excitement in the air surrounding the application that we used to call "videoconferencing."

## InfoComm Observations in Brief

Even with two analysts in attendance running full steam from 7am to 7pm, Wainhouse Research was unable to cover all the InfoComm happenings. InfoComm has definitely replaced TeleCon as the videoconferencing industry's largest trade show and alumni gathering, so we start here. There were two unmistakable themes running around the show floor.

**Telepresence.** Hyped by all the vendors, and spurred on by the IMCCA special event, there were multiple multi-codec systems on display so that attendees could see the advantages of life-size images. Most of these were on **Masergy's** MPLS network so attendees could enjoy a low latency QoS network and focus on the differences between endpoints. InfoComm was our first chance to see **LifeSize** Conference in action. When it was first announced, we dubbed Conference a telepresence kit, terminology the company may not agree with, but Conference is a perfect component for the AV integrator who can provide customization around displays, lighting (the Conference lighting at InfoComm in the "telepresence booth" was not to our liking), sound etc. The performance of Conference was definitely up to telepresence snuff.

Besides the multi-codec, 3-screen systems from the usual suspects, there were at least three other PANS (pretty amazing new stuff) videoconferencing demos that many would say were in the telepresence camp. 1) **DVE** was showing off its small and medium systems with full eye contact. The new DVE Huddle Room 70 utilizes a revolutionary frameless flat panel display (and the codec of your choice). No longer do remote participants need to appear as if they are inside the bezel frame of a TV set 2) Another show-stopper demo award has to go to **Vidyo**. The Vidyo technology uses H.264 scalable video coding, the benefits of which we have covered in other newsletters and white papers. The Vidyo demo at InfoComm combined Vidyo's low latency, network-resilient video technology with DVE's display technology. The demo provided 720p 60 frames/sec videoconferencing over the public internet. This was a four-way multipoint call (rate matched) and I spoke with one of the participants in New Jersey over a cell phone at the

same time in order to note the extremely low latency on the video call. On the other hand, we thought the Vidyo user interface was rough around the edges while the codec seemed to use a lot of the host processing power. Encode VGA and decode 720p required 30% of a Core2Duo. 3) A third show-stopper award has to go to Duffy White and **Telepresence Technology**. The crowd around Telepresence Technology's booth made it hard to get too close, but the 3-D videoconference clearly had people scratching their heads. Unlike the DVE setup, however, if you looked carefully you could see the camera in the telepresence tech system.

**1080i/p Videoconferencing.** We wonder if the video industry is about to tilt at windmills in true Don Quixote fashion. No doubt forced by a Cisco specmanship game, multiple vendors announced or pre-announced some level of support for 1080 videoconferencing. Tandberg showed off its new C90 codec (expensive, but with more connectors and capabilities than carter has liver pills) and 1080p support in the Codian MCU; Polycom had 720p and 1080p recordings running side by side at their booth, although differences in camera angles and color saturation made it difficult to determine how much of the difference was due to the increased resolution. Other vendors talking the 1080 game included Sony, Kedacom, Haivision, and IOCOM among others. Our conclusion: the gain over 720p is very small; 720p at 60 frames might actually look better than 1080p at 30 frames; not sure how 1080i will stack up; the network bandwidth needed for 1080p will be prohibitive for all but the most narrow of markets, and it will be more than 3 years before 1080 displaces 720 in the videoconferencing market. Better if the industry focused its R&D on real problems facing users rather than pixel resolution higher than 720p.

## The Show Floor in Brief

We finally got a chance to see **Sony's** new PCS-XG80 up close. First announced in January, the XG80 is due to ship in early August. The system starts at \$8995 with camera and two mics and includes support for 1080i at 60 frames and IP bandwidth up to 10 Mbps. Data collaboration (\$2K) and an embedded 720p MCU (\$3K) are options. We saw **Polycom's** new TPX configuration with data collaboration screens embedded RPX-style into the table top. Polycom meanwhile announced single (\$75K) and dual screen (\$125K) TPX systems and, not to be outdone by Tandberg's 10,000 system press release, Polycom proudly claimed 13,000 telepresence systems shipped to more than 1,000 customers. (We expect Logitech to beat Polycom's number any day now!) Perhaps more important, if less glitzy, is Polycom's VC2 vision for next-generation visual communications, the heart of which is a Converged



*Polycom's new dual screen TPX system*



*Huddle system from DVE with 70 inch display*



*Tandberg T1 system with 1080p 65" LCD display*



*Teliris InterACT TouchTable*

Management Application (CMA) that promises presence-based calling, seamless integration of room and desktop systems, gatekeeper functionality, eventual SIP and H.323 support, and deployment as a stand-alone solution or an enhancement to Microsoft OCS and/or IBM Lotus Sametime. Based on our own discussions with end user customers, we think Polycom is on the right track here with CMA. Now the challenge is to execute on the vision. Polycom was also showing off new audio products – both installed audio systems and new IP phones including the SoundPoint IP 670 SIP phone with a color display.

The **LifeSize** booth featured the company’s full line of HD videoconferencing systems and was our first chance to see the new Express system with the fixed camera in action. As we said long ago, after you’ve seen one of these it’s hard to believe that anyone would still buy an SD system. Also on the telepresence battle front, **Teliris** introduced a new platform for collaboration – a touch screen horizontal table top surface to pass documents and video clips back and forth between participants in remote rooms using Teliris video suites. Like the Tandberg-Barco announcement, this Surface Computing development from Teliris heralds a shift from Telepresence to TeleCollaboration. The Teliris portfolio now includes Teliris Personal Telepresence (\$32.5K) for private offices and individual users, Teliris Express Telepresence (\$99K with two screens), and Teliris Custom Telepresence as well as the previous VirtuaLive solutions (3-9 screens). All are packaged with a fully managed service including a 99+ percent reliability guarantee.

Like Polycom, **Tandberg** was at InfoComm in force. The company had its new 1080p codec (two channel audio) dubbed the C90 on display (\$36,900), as well as the T1 system (\$69,900) based on that codec. The T1 is a complete single screen system based on a 65” display and some neat Scandinavian design features, including an inverted camera to improve eye contact and packaging that puts the display at desk level. Naturally, it is an “instant telepresence” system and not a videoconferencing system. Meanwhile, the C90 will support up to four HD 1080p output displays and one standard definition output display, each capable of showing different images simultaneously. The Tandberg booth was also showing the company’s new sexy and sleek E20 Video IP Phones (\$1,490 with CD quality audio, DVD quality video w/448p 5MP camera and 10.6” screen) to catch people’s attention. This is the latest stab in the industry in making videophones popular; this time however, Tandberg’s SIP-only device is in position to ride the IP PBX wave. In other news, Tandberg announced an expanded relationship with HP around telepresence and managed services and was also showing a jointly developed tele-collaboration system with Barco based on twin Barco HD projectors. The display filled a very large wall with multiple windows and applications running, including videoconferencing.



*SMART Technology's Unifi 45 with SmartBoard*



*LifeSize Conference*



*Videoconferencing endpoint from Kedadom*



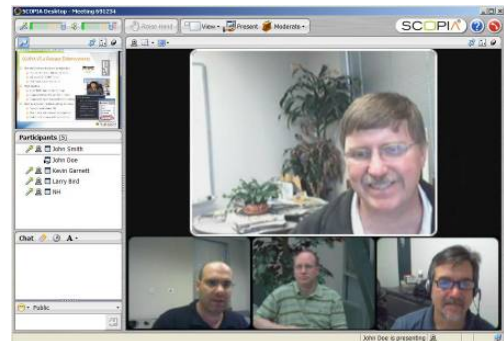
*Telepresence Technology system*

We enjoyed our chance to catch up with **Virtela** and their unusual virtual network approach to supporting videoconferencing users. The company is a global managed services provider and solutions integrator that sells direct to F1000 customers as well as through system integrators, carriers, and video VARs. At InfoComm, Virtela announced a new secure video extranet service. **Radvision** was showing SCOPIA v5.6 and highlighting the company's partnerships with LifeSize, Aethra, Microsoft OCS and IBM Lotus Sametime. The newly released support for decoding (receiving) HD resolution at the desk yielded a significant image quality improvement over prior demos WR has attended. It looks like the company is in the midst of an important repositioning from being an MCU company to being a desktop-to-room connectivity solution. A good move, we think. **Arrive Corporation** was demonstrating the latest version of Control Point, a server framework for control of devices, including AMX and Crestron panels, for booking and scheduling of conference calls, and for asset management, including catering services. Arrive also announced a 1080p digital signage appliance. **Sonic Foundry** introduced its next generation webcasting appliances, the Mediasite RL and ML Recorders as well as a new version of the Mediasite EX Server, a rich media platform to stream, archive, secure and manage recorded webcasts.

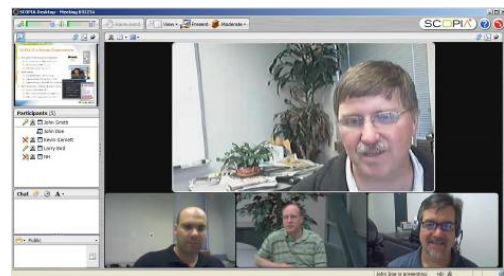
**SMART Technologies** practically had its own trade show within InfoComm, announcing three new product platforms targeted at corporate users who view collaboration as a business imperative – SMART Meeting Pro, SMART Hub SE and SMART Hub PE. SMART Meeting Pro software provides advanced whiteboarding and data sharing to meeting rooms with a dedicated computer. The software can connect one or more SMART board interactive whiteboards or displays in the same room or around the world. SMART Hub SE is a collaboration appliance that provides advanced whiteboarding and data sharing to multimedia for single interactive whiteboards or displays 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 or over distance, it features advanced whiteboarding and integrated data sharing. Hub PE enables meeting participants to write over files on a single interactive display or simultaneously with team members on multiple displays. SMART also announced the SMART Board interactive display frame that combines the high-



*Tandberg E20 Videophone*



*Radvision SCOPIA screen shot in SD*



*Radvision SCOPIA screen shot in HD*



*Tandberg-Barco tele-collaboration*

resolution image quality of a plasma display, the precision of camera-based touch technology and the simplicity of a pencil tool to convert a plasma displays into an interactive collaboration tools.

For those still stuck in the voice conferencing world, **Compunetix** was promoting its Automatic Conference Linking (ACL), a system that makes optimal use of distributed resources such as voice bridges. ACL automatically dials link lines between Compunetix bridges, automatically reestablishes interrupted link connections, and displays linked conferences at all associated operator consoles, among numerous other features. **InterCall** was promoting its vast range of audio, video, and web conference services. Voice products were scattered over the show floor, ranging from inexpensive Skype speaker-microphone connections to full installed systems designed to complement group videoconferencing systems. **Clear One, Yamaha, Phoenix Audio Technologies, and Wide Band Solutions** all were showing comprehensive product lines. New from Phoenix was the Phoenix 400 Beam Forming Conferencing Mixer - a 4 in 1 out or 8 in 1 out rack mount mixer that allows for unlimited daisy chain capability. It has USB connectivity plus screw terminal blocks for attaching microphones that can be placed anywhere in the room; ceilings, walls, table tops, or any combination. At the Yamaha booth, WR attended a demo of the new PJP-25UR, a USB powered speakerphone with a built-in echo canceller, noise reduction, and an array of 12 microphones (4 mics on each of 3 rows) mounted on movable arms; this was working with **Avistar's** C3 videoconferencing application.

With telepresence in the spotlight, much attention is also being directed at managed services. **Polycom** is expanding its partnerships in this area, and **Tandberg** is enhancing its relationship with **HP**, who was sharing space in one of the three Tandberg booths in Vegas. Meanwhile **Applied Global Technologies** and **York Telecom** were both in attendance at InfoComm promoting their own brands of video managed services as was **Glowpoint** with its new Telepresence VNOC services offering as well as **AVI-SPL** with a virtual army of experts promoting the company's managed services and integration offering under the new fancy logo. In related news, **the Whitlock Group**, a \$135 million dollar U.S.-based systems integration firm, and European integrator Impact announced the creation of the industry's first global alliance for the audiovisual (AV) market. The alliance provides companies with seamless global AV services, ensuring consistent quality and support for offices on both sides of the Atlantic.

**Advanced Media Design** was highlighting several new additions to the MediaPoint streaming and archiving product line including the DVP (digital video player streaming appliance) and the Ensemble Content Management Server, a new content management system that uses a wiki-like approach to enable multiple users to post and edit content Meta data.

WR and a few of our end-user clients were given a long overdue demo of **AMX's** Resource Management Suite (RMS) application. Above and beyond the expected set of AV device monitoring and management capabilities, the system includes Beacon; a feature which allows AMX to recognize the model number of a device as soon as it is connected to the AMX system, and then automatically download and install the correct driver for that device from the AMX library. This capability allows users to change devices on the fly without having to update the system program.

The team at **Crestron** also gave us a demo of its RoomView solution. Key features include a fully customizable, multi-lingual user interface, integration with Microsoft Outlook for scheduling, and a configurable monitoring engine that allows users to set thresholds and

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notification parameters for each individual device (e.g. once a projector lamp reaches 80% of rated hours, notify support to change the lamp and notify procurement to purchase a replacement for stock). RoomView is available for a one-time fee of US \$5,000 for an unlimited user, unlimited device license.

After years of hearing about the solution, WR was pleased to finally see a hands-on demo of the EMS scheduling system from **Dean Evans & Associates**. The feature-rich web-based solution includes user customizable templates, privacy features that limit access to reservation information, a wait-list function that tracks user requests that could not be fulfilled (due to room conflicts, etc.), and more than 170 pre-defined usage / system reports. The system currently integrates with various other systems including Active Directory, Microsoft Exchange, Lotus Notes, and numerous HR systems. According to the company, integration with Tandberg's TMS is pending.

**IPV Gateways**, one of the conferencing industry's best kept secrets, spent a few minutes briefing WR on its hosting services, Insight platform, and especially its recent partnership with **Masergy** to form the Masergy Video Extranet offering; a service that combines IPV's network and QoS translation capabilities and Masergy's global MPLS network that enables videoconferencing across multi-carrier and multi-protocol networks without loss of QoS.

Longstanding enterprise streaming player **VBrick** launched its first HD-capable video appliances, the 7000 and 8000 series, at Infocomm. These devices, which start at around \$10k (US List) are built on a new, software-definable, dual-core architecture in which the DSPs are separate from the CPUs. In addition, the company promoted its two Video Streaming as a Service (VSaaS) offerings, Engage and Broadcast.

## InfoComm Discoveries

**Digital Samba** was demonstrating OnSync, a Flash-based web conferencing and collaboration solution available as both a CPE product deployment as well as a hosted service. As a Flash-based application, it will compete with Adobe Connect, but the OnSync solution includes multipoint voice and video, full recording, and is available as a customized solution with private label branding. China-based **Kedacom** made its first USA appearance in Vegas, complete with CEO Weidong Chen in attendance, and was showing off its full line of videoconferencing gear ranging from SD to 720p and 1080p endpoints as well as MCUs, dubbed TrueSens. Kedacom, whom we've been tracking through our SpotCheck report series, is looking for US resellers; the 800-person company is well-established in China with videoconferencing and IP video security systems. Another company new-to-us was **Hitcast**, a 55-person company with a slightly different tilt toward videoconferencing. Hitcast sells a server based visual collaboration (voice-video-data) application (\$15K for the server software); each server can support 100 concurrent users and up to 15-way multipoint calls. Each end user license costs from \$135 to \$80 per user, depending on volume. This is a PC-based environment, but support is included for AMX or Crestron for room-based deployments. Native mode conferencing uses HTTP but there is a gateway to H.323. **Cloud Systems** was showing off "atmospherics," a software solution that enables the launching of video calls through touch-enabled IP devices such as the Cisco 7970 IP phone.

That's the Infocomm wrap up. We're exhausted. Thanks to the **IMCCA** for coordinating the conferencing and collaboration pavilion at the show, organizing the telepresence day, and for inviting us to moderate a panel and participate in their event.

Did we miss anything? Have your comments to share?

⇒ [WR Forums: Infocomm 2008 Las Vegas Wrap](#)

# Time is Running Out – Boston July 16-18 – Register Now



Our 8<sup>th</sup> annual Collaboration Summit will provide attendees with a view into a wide range of solutions ranging from telepresence to data collaboration. Back in Boston this year, but in a new venue, the Royal Sonesta Hotel on the Charles River in Cambridge, the 2008 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 **17 interactive presentations** and **two panel discussions** 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 2008 conference will be on driving process innovation in the enterprise and in the teaching environment.

Full details and registration at [wainhouse.com/boston08](http://wainhouse.com/boston08). Here's a snapshot of just half of the end users and analysts who will be presenting:



Andrew Lippman  
MIT  
Digital Life



Rebecca Clothey  
Drexel University  
Enhancing Distance Education



Doyle Friskney  
U of Kentucky  
Clouds, Chaos, and University Computing



John Bourne  
Sloan Consortium  
From Second Life to the Next Wave: Online Learning and Conferencing



Marc Beattie  
Wainhouse Research  
The Future of Services



David Dines  
Wainhouse Research  
Enterprise Social Networks



Jess Jamison  
Advances in Technology  
Telepsychiatry



Stacy Austin Li  
Wainhouse Research  
Developments in China



Anthony Scafile  
Federal Reserve Bank  
Videoconferencing at the Bank



Tim O'Day  
Gerber Collision & Glass  
Business Process Innovation with Video

**Summit Workshops:** Two sessions will provide attendees with a choice between six workshops, including “Making smart investments in unified communications: A look at simple, inexpensive applications that integrate with existing infrastructure” by **Spontania** (Dialcom); “TelePresence to Conference Room to Desktop Interconnectivity” by **AGT**; “Next-gen online collaboration services” by **IBM**; and “the Latest Advances in Conference Management, Session-Recording and VC Network Management” by **Emblaze-VCON**. **BT**

**Conferencing** will be presenting “Managed Services: Increasing Usage while Reducing Costs”, and **SMART Technologies** will be presenting “Bringing the meeting room into the digital age – a look at the next generation of interactive whiteboards and group collaboration tools”.

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

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



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## Special Summit Event: Birds of a Feather Session July 18 7:00am - 8:00am

*For Enterprise Unified Communications End Users*

Hosted by our own Brent Kelly and Jon Neville, this session will provide attendees with an opportunity to share experiences and ask the WR experts questions pertaining to the actual roll out of Unified Communications. This informal session will encourage customers to talk about their plans, deployments, experiences, challenges, and goal in moving to that great collaboration solution in the sky: Unified Communications.



<b>Conferencing &amp; Collaboration <u>Event Calendar</u></b>	
<b>WHEN &amp; WHERE</b>	<b>WHAT &amp; WHO</b>
16-18 July, Boston, MA	<a href="#">Wainhouse Research Collaboration Summit – Boston</a>
19-22 October, Orlando, FL	<a href="#">PUG Annual Conference</a> (Polycom User Group)
27 October, Boston, MA	Wainhouse Research CSP Summit
22-23 April, 2009, Berlin, Germany	WR Collaboration Futures Summit

## People & Places

Aethra, **Mario Rimini**, VP world-wide sales, **Francesca Galeazzi**, Director of Marketing Radvision, **David Ruby**, General Manager Americas and Chief Customer Officer BT Conferencing, **Duncan Feakes**, Federal Sales Manager International Polycom, **Candace Johns**, GEM Vertical Account Manager NorthWest

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