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Hewlett-Packard Reaches for the Sky

HP has intro'd SkyRoom, a Windows desktop video conferencing solution with capabilities for handling multiple participants (4) and doing high-level collaboration and application sharing during the conferencing session. Using an advanced video codec and techniques lifted from HP's Remote Graphics Software toolkit, rich applications (like streaming media) and video are compressed and shared over a standard network, and intended to run as smoothly as if they were hosted on the user's local desktop. The application, which runs on HP workstations and Windows PCs (dual core 2.33 GHz min.) comes from HP's workstation division. This is a client-client application, not client-server, and has a list price of \$149 and apparently will be bundled with PCs with a free trial period.



Here's What We Think. The 30 fps, high resolution content sharing is unique, but a client-client desktop videoconferencing solution is not an earth-shattering announcement in 2009. It wouldn't have been earth-shattering in 1999. We know it's dangerous to tug on Superman's cape (or spit into the wind), but introducing a desktop solution today that does not communicate with H.323 or SIP clients seems a silly move for the company. This HP product doesn't even communicate with HP's own Halo solutions. All of this raises the age old question for SkyRoom customers – who are you going to call?

News in Brief

- Avaya has been selected to acquire Nortel Enterprise Solutions for USD \$900M.
- Adobe is acquiring Omniture, combining Adobe's content creation tools with Omniture's Web analytics.
- Lots of news coming out of IVCi these days. One is that the company has formed a custom telepresence solutions (CTS) division to provide customized solutions around Tandberg's T1 and T3, Polycom's TPX, and Cisco's family of products. This follows an announcement that the company achieved both the Advanced Unified Communications Specialization and Cisco

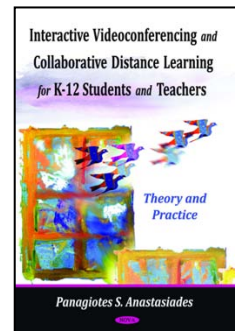
TelePresence Authorized Technology Provider (ATP) status from Cisco. The company also announced is PAVIK 500 kit that transforms the Cisco TelePresence 500 into a portable system that can connect with standard AV components.

- Psytechnics today announces that its Experience Manager now enables operations and support teams providing Cisco TelePresence to proactively manage service levels and the user's quality of experience, detecting and resolving video or audio quality problems before affecting users.
- Imago Group plc announced certification from Polycom as a provider of AV integration for customized immersive telepresence solutions. The certification enables Imago to leverage a new line of highly adaptable immersive telepresence solutions, Polycom Architected Telepresence Experience (Polycom ATX) 300.
- UK-based service provider Videocall, announced that its high definition, SVC-based desktop service, MyPresence, is now seamlessly integrated into Microsoft's Office Communicator.
- Judging only by its title, an interesting new book has been published – [Interactive Videoconferencing and Collaborative Distance Learning for K-12 Students and Teachers](#). We haven't read any of the 353 pages. This joins a growing body of work on this topic, as the second edition of [Videoconferencing for K-12 Classrooms](#), co-authored by TANDBERG's Jan Zanetis, was published this year.

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New Whitepaper from Wainhouse Research (FREE)

Over time, many organizations have realized that videoconferencing can be quite complex, and that supporting a videoconferencing service is not core to the enterprise's expertise or business model. Hence, many savvy organizations are looking to managed service providers with videoconferencing expertise to support their environment. Videoconferencing Managed Services – the Game is Changing, sponsored by Applied Global Technologies (AGT), discusses the three game changing factors that video MSPs are using to deliver benefits to organizations using videoconferencing. Get your free copy at www.wainhouse.com/whitepapers.



Event Calendar

Conferencing & Collaboration Events	
When & Where	Who & What
October 11-14, Anaheim, CA USA	Polycom User Group Annual Conference
October 26, Boston, MA USA	Wainhouse Research CSP Summit
April 20-21, 2010, Berlin, Germany	Wainhouse Research Collaboration Summit
July 20-21, 2010, Boston, MA	Wainhouse Research Collaboration Summit

WR CSP Summit – Boston 2009

When: Monday, October 26, 2009

Where: Hilton Logan Airport, Boston, MA

Agenda, details, and registration:

www.wainhouse.com/cspsummit



For the past seven years the Wainhouse Research CSP Summit has brought together collaboration and conferencing service providers and their partners to connect and explore this rapidly changing market. This year's theme, **"The Changing Landscape – How to Capitalize on New Markets for Collaboration Services"**, will assist CSPs to prepare for the future of the conferencing & collaboration industry. The day-long event will feature **11 expert speakers** and is also intended to provide an unparalleled opportunity for guests to network with peers and technology partners in collaboration services.

Speakers include ...



E. Brent Kelly, Senior Analyst & Partner, Wainhouse Research

Brent will address the question on every CSP's mind today – "Is there an Opportunity for CSPs to Play in the Hosted Unified Communications Market? In this session, we will review delivery models and frameworks service providers are using to deploy UC services. We will discuss and review a la carte versus rigid service offerings, look specifically at the typical offerings delivered by CSPs, and seek to understand whether CSPs can participate in this emerging world of hosted UC, and if so, how.



Bill Gardner, President, Wave Arts

The audio quality of a telephone call has not changed significantly in 70 years. In his session, "Are You There? - Acoustic & Graphical Speaker Localization", Bill will discuss a VoIP based, high definition, stereo conferencing system that promotes natural conversation by acoustically localizing participants around each listener. Additional cues are provided through a graphical interface. The system reduces call fatigue and more fully engages participants.



Marc Beattie, CSP Practice Manager & Managing Partner, WR

"Google Eyes Collaboration – and Other Market Disruptions," is WR's angle on the company's current and probable future developments into hosted collaboration for the enterprise. Google Voice, Wave, Android, Apps, Chrome, Moderator – the Google Enterprise group - these are the foundation of Google's entry in the enterprise communications and collaboration market. It is clear Google intends to be a major player with new tools and capabilities which will directly compete with incumbents Cisco, Microsoft, and IBM's suites and services – as well as every CSP. What's the risk?

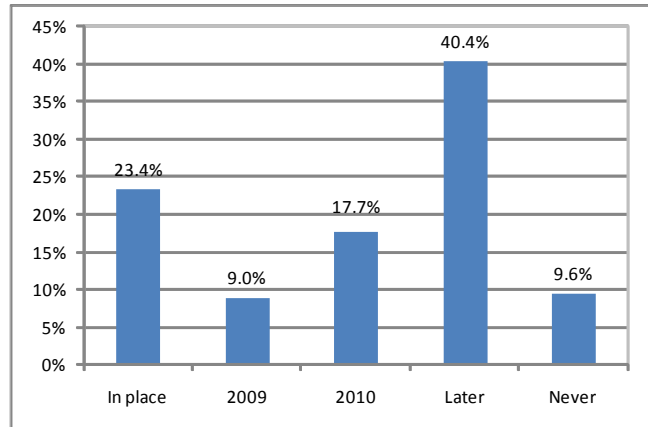
The conference is limited to an intimate group of service providers and solution partners to foster the discussion of strategies for integrating new technologies, developing new services, and spurring growth. After a day of presentations by industry leaders, the conference will conclude with a networking cocktail reception. Space is limited and the CSP Summit consistently sells out. Register now at www.wainhouse.com/cspsummit. Register before October 15th to receive a \$100 discount – 14% off the conference rate. Groups of 3 or more receive an additional 10% discount.

Three New Survey Reports from WR

Three recently published survey reports from WR cover Enterprise Social Networks, videoconferencing usage and plans, and end user trends related to the use of conferencing service providers. For more information on any of these reports, visit www.wainhouse.com/reports or contact Client Services Manager Sara Fargo at sfargo@wainhouse.com , +1 781 934 6165.

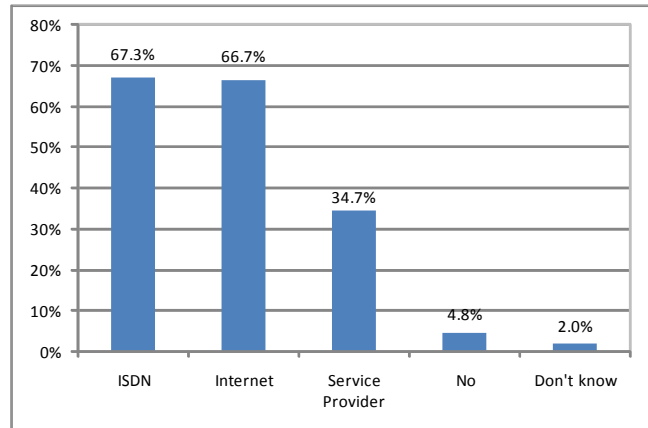
*ESN survey
sample question:*

Expected time frame for deploying inward-facing enterprise social network solutions



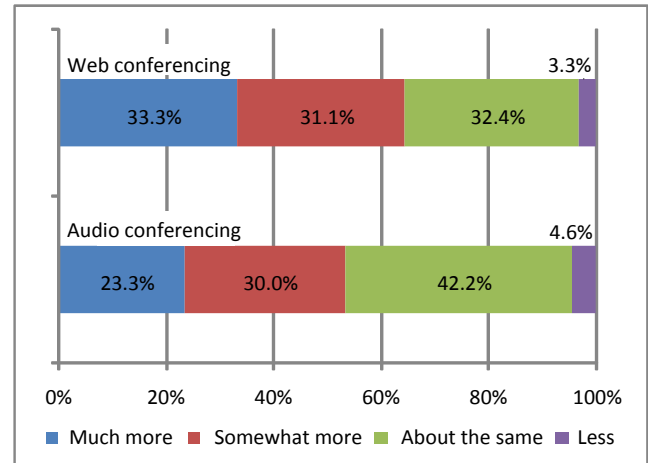
*Videoconferencing survey
sample question:*

Solutions in use for B2B videoconferencing



*Conferencing Services survey
sample question:*

How end user customers have changed their use of conferencing services since last year.



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