

## Wainhouse Research Heads off to Berlin

Come see us in Berlin. June 21 is the half day CSP Summit. June 22-23 is the Collaboration Summit. Details at [www.wainhouse.com/berlin2010](http://www.wainhouse.com/berlin2010). Register for the FREE webcast – available live and as an archive.

## HP Signs up with Vidyo

In my humble opinion, this was the most newsworthy event at last week's InfoComm show in Las Vegas. According to the press release, this is an agreement to expand HP's Halo portfolio to include conference room and desktop endpoints that run on enterprise networks (and enterprise servers – no surprise). The solutions based on Vidyo technology will be branded as HP products and available through HP and channel partners. The solutions will be interoperable with traditional videoconferencing endpoints and current Halo Studios. So much for the press release, *here's what I think* and check out the Q&A session below.

- This announcement really puts Vidyo on the map. It also puts scalable video coding on the map. But the Vidyo story is more interesting since it was less inevitable. Last issue of the WRB I jokingly referred to Vidyo's making a move of desperation with their pricing strategy; this announcement clears up any thoughts about their future. You have to assume that HP did a thorough evaluation of their videoconferencing alternatives and decided that the rogue, the disrupter, the innovator, had technology worth pursuing. The value of the HP name behind the Vidyo products cannot be overestimated.
- No question now that HP is getting serious about video. Vidyo gives HP a complete product line extending from the telepresence suite to the desktop and ultimately the distinct advantages of both SVC and the innovative Vidyo architecture.
- No question either that HP is getting serious about taking on Cisco. Add videoconferencing and collaboration to servers, routers, switches and networked storage as areas where the companies will compete head to head. Add HP's strategic partnership with Microsoft in the UC space to the competitive mix as well. And while Cisco has a strong IP telephony story, HP will have Microsoft's OCS and Wave 14's VoIP story to sell.
- Then of course there's the interesting situation with Polycom. The Vidyo announcement must have been greeted in Pleasanton much like news of an underwater oil leak – a bad situation with potentially devastating consequences. HP's services division (ES) is a reseller of Polycom gear (Tandberg also if you believe the press releases). Now HP is

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offering its own videoconferencing products – solutions running on HP servers, capable of scaling in multiple dimensions, and not requiring expensive DSP-based MCUs. The services group will service anything and everything, but where will they focus their marketing and sales efforts? Will HP evolve from being a Polycom partner to a Polycom competitor? Short term, I think Polycom is too important to HP – the HDX appliance architecture hits the mainstream market and directly counters TnpoC. But long term, the situation could be very different and HP-branded and supported Vidyo products could be aggressive market share gainers.

- While the Vidyo-HP announcement would seem to be negative for Polycom, I see that Polycom stock has gone straight up since the announcement, which tells you what I know. That's why whenever I get the urge to invest in stocks, I lie down until the urge passes.
- When I asked Polycom about the HP-Vidyo deal, I received the following. "Polycom has a strong relationship with HP Network Services and EDS, who are currently selling a full Polycom portfolio, from the desktop to fully immersive telepresence room systems. In fact, since the beginning of the year HP and Polycom have worked together to on-board approximately 200 HP sellers globally and have closed several transactions. This announcement by HP is non-exclusive and is around the expansion of their Halo telepresence solution to the desktop and into the conference room over time through partnering with Vidyo. It is but a single component of the HP video solution strategy overall. Given our Polycom Open Collaboration Network strategy and our agnostic position, we fully support the expansion of these desktop and PC-based video solutions as we have tight integrations to the primary UC providers, such as Microsoft and IBM."

## **News in Brief**

- E-Learning company Expertus announced the launch of ExpertusONEM, a new social learning platform that brings together formal, informal, and collaborative learning for all audiences across the enterprise – employees, customers and channel partners. ExpertusONE offers customized learning environments that include communities of practice, expert networks, mentoring, personalized development plans, training catalogs, course ratings, and instructional materials.

*Here's what Alan thinks:* It takes some chutzpah to introduce a new Learning Management System (LMS) in 2010, after a time of industry consolidation and buyer confusion. But what Expertus has here is a cloud-based, state-of-the-art LMS without the legacy issues faced by competitors like Saba, Plateau, SumTotal, and others. I like the looks of how it integrates with existing LMS platforms to provide new social media capabilities not present in some of the other platforms – and I also like the hosted services approach.

- RHUB Communications intro'd TurboMeeting 4.2, the company's flagship collaboration appliance software. The web conferencing appliance features include multipoint camera capability (for both PC and Mac), allowing a web conference host to enhance the connection between participants by displaying webcam images of up to four attendees at once. The new version also includes complete Outlook integration, a High Availability Backup option for mission-critical collaboration sessions, seminar registration (for capturing attendee contact info prior to the beginning of any seminar), seminar polling, and advanced LDAP directory integration. The company also added three appliances targeted at the mid-sized enterprise and increased the capacity of enterprise-level offerings.

- Wainhouse Research is running its annual Unified Communications survey, which asks about how your organization has deployed its unified communications and collaboration solution. Completing the survey should take between 5 - 8 minutes. Everyone completing the survey will be entered into a drawing for TEN \$50 amazon.com gift certificates to be awarded separately, and will be emailed an invitation to download selected highlights of the survey results. IF you are an end user of unified communications solutions and would like to participate, [take the survey here](#).
- Emblaze-VCON, while struggling in North America, has added Dynamic Communications as a distributor for South Africa (the country that is so much in the news these days). In an unrelated announcement Emblaze-VCON was selected for a large project with China Trancomm Technologies, a Chinese governmental company dealing with transportation.
- Wainhouse Research co-founder Marc Beattie was recently part of a panel discussion on collaboration on Bloomberg BusinessWeek. [Check it out](#).

### **News from InfoComm in Brief**

- I had a chance recently to see a demo of Polycom's new RMX software – I think it was version 6.0. While a bridge is a bridge is a bridge, the demo had two features that impressed me with their usefulness. I'm not sure either one has a name, but the first is what I would call "voice activated switching on voice" which is to say, the bridge doesn't switch on noise, coughing, paper rustling, or telephone jingling, etc. If you've been on VAS multipoint calls you can appreciate how useful this feature really is. The second is an auto brightness function that adjusts for a wide range of brightness levels and for changing brightness levels. Very useful, if not strange that such a function is built into the MCU and not into the camera, but there it sits indeed.
- Vgo Communications announced its ground-breaking visual communications solution at InfoComm. (Welcome Ned Semonite and Tim Root back to the asylum.) Reminding me of the "ET phone home" days, VGO is dubbed the first "active presence" solution for the workplace. According to the company, active presence is game-changing in that it enables people to escape the stationary bonds of traditional videoconferencing / telepresence and actively work in a remote environment. The system (\$5K) includes a battery-powered mobile robot on wheels equipped with a videoconferencing capability (camera and display) and a software client that enables a remote operator (Internet-connected) to control the robot's motion and PT camera. VGO connects to the network using WiFi. I ran into one on the show floor in Las Vegas as the robot was trying to buy a beer. This is a real niche solution – perhaps looking for a problem. On the other hand, VGO has signed up several first-class channel partners so presumably they see the potential.
- TelePresence Tech was showing its i2i product line that integrates a camera at eye level to produce real eye contact. The i2i systems use standards based cameras and codecs for total interoperability. The company pointed out that these systems take up less space in a



room since the participants can sit closer to the display compared to other systems that have a camera placed on top of the monitor. The i2i-22 Desktop lists for \$4,999 (\$8,799 with 720p codec, PTZ camera and 22" monitor). The i2i-46 Conference lists for \$9,999 (\$15,699 with 720p codec, PTZ camera and 46" monitor). The i2i-65 Room lists for \$19,999 (\$33,499 with 1080 codec, PTZ camera and 65" monitor).

- TelePresence Tech introduced the TPT1900 Lectern to display a remote presenter to appear three dimensionally life-size in front of an audience while having eye contact. The fully self contained telepresence lectern is only 30" deep so that it can be easily rolled through a single doorway. The list price is \$23,999 (\$30,499 with a 1080 codec PTZ camera and 47" monitor). The company was also showing an interesting video-enabled kiosk.



- Logitech, fresh off the announcement of its innovative Video Center streaming solution, introduced its first executive system, the LG Executive (\$3k), jointly developed by LG and LifeSize. The system is a fully-integrated 720p30 endpoint with wideband audio and fixed focus camera embedded in a 24" display that supports 1920 x 1080 resolution. The system doubles as a PC monitor. In a video call, it can receive far end data or far end video, but not both at the same time. The system supports SIP, H.323, and Skype audio. In an unrelated announcement, Logitech announced an update to its free video calling service Logitech Vid – the service now supports 720p video. Logitech also introduced new webcams to match.



- Cisco, or rather TnpoC (Tandberg) had an impressive demo running that showed interoperability between the CTS 3000 and the T3 multi-codec systems. The capabilities are largely based on the Telepresence Interoperability Protocol (TIP) running on the Tandberg Telepresence Server (Codian technology). Future moves by the company include plans to migrate TIP to the endpoints and to integrate the scheduling and management systems from Tandberg and Cisco. TIP basically does algorithm and protocol conversion as well as handles screen layout options. The telepresence server was actually able to show continuous presence on a CTS 3000 system – analogous IMHO to seeing a Rabbi conduct Holy Communion. In a separate demo we saw Movi-4, which adds Macintosh compatibility as well as a forward error correction capability dubbed Clearpath.
- One of the new companies we ran into on the show floor was Ireland-based XVD, entering the videoconferencing business with a proprietary codec that delivers 1080p video at a measly 1.2 Mbps. The system uses a peer-to-peer design for 5-way multipoint conferences without an MCU. The background of the company is in the broadcast industry.
- Peer-to-peer multipoint was also being demonstrated by Canada-based Magor whose system, IMHO, is really a high functionality collaboration workstation that happens to support 1080p videoconferencing as well.
- Another interesting collaboration solution was nearly hidden in the Barco booth. The XDS-100 (\$10K) is a collaboration video switcher that brings the company's expertise in oil & gas and automotive collaboration down to the everyday enterprise conference room.

- China-based ZTE showed off an array of conference servers and video endpoints supporting up to 1080p definition and broadband audio. The new T700 features a new and handsome industrial design that departs from previous toy-like packaging favored by ZTE.
- We got to see Avistar's business pro edition, an all-software, turnkey videoconferencing infrastructure. In addition to the basic videoconferencing and multipoint functions, the software package includes firewall traversal and video bandwidth management.
- There was a lot of 3-D on the InfoComm show floor – mostly videos of golf tournaments, games, and some movie trailers. Teliris, however, was showing 3-D videoconferencing (\$69k) in its booth. I must be a luddite, for the 3-D effect just gave me a headache. The system, according to Teliris, is fully compatible with the company's 2-D systems. Teliris also introduced a home telepresence (\$5k) system (nee videoconferencing) as well as a very unique telepresence display dubbed NanoEX,(\$25K) a 41.5" curved, panoramic display with seamless integration of one to four video segments and a unique 2880:900 resolution. NanoEx is based on rear projection technology.



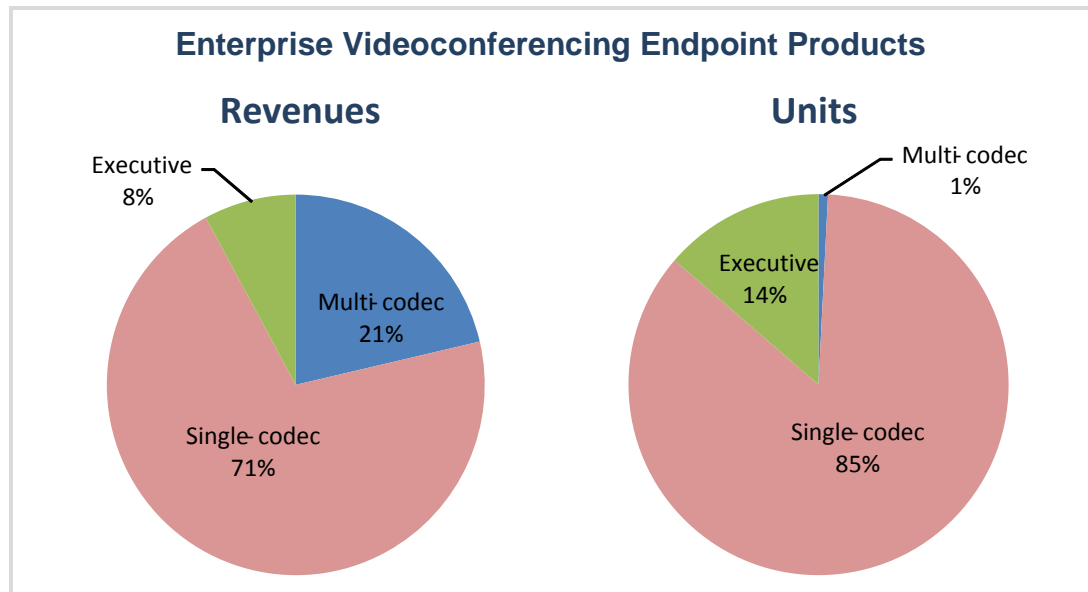
## Audiovisual Observations from Infocomm

[twaters@plannet.net](mailto:twaters@plannet.net)

- AV over IP appears to be closer to mainstream than ever before. AVnu Alliance celebrated its first anniversary at Infocomm 2010. The organization includes 23 members, many who exhibited this year such as Audinate, Avid, Barco, Biamp, Broadcom, Cisco, Harman, Intel, Lab X Technologies, Marvell Meyer Sound, Peavey / MediaMatrix, Samsung, Sennheiser, and Shure Inc. Alliance members promote professional-quality audio video transport over Local Area Networks (LAN) via adoption of IEEE 802.1 Audio Video Bridging, IEEE 1722 media format encapsulation and synchronization and IEEE 1733 interoperability, QoS, and Real-Time Protocol (RTP) standards.
- Crestron introduced a new technology called DigitalMedia 8G. 8G, which stands for 8 gigabit AV distribution and control network, runs on a single shielded CAT5 or multimode fiber. This new technology will eventually replace Crestron's current 2-wire DM solution,
- AMX released a new 9" touch panel called the MVP-9000i. Unlike many other touch panels that enable wireless control of AV systems, this touch panel operates via Power Over Ethernet when docked – offering additional speed and security. Wireless performance is also improved via a dual antenna system. Lastly, seven new gesturing capabilities will attract and impress users including an iPad-like page swipe.

## Videoconferencing Industry Statistics – Q1-2010

We finally published our quarterly SpotCheck report on the videoconferencing industry. SpotCheck is now included as part of our Visual Communications Practice (VCP) subscription service. For enterprise videoconferencing endpoint products, we have divided the world into multi-codec systems, single-codec systems, and executive systems.



## People & Places

VCopious, **Ken Hayward**, CEO

Talk & Vision, **Luc Vervoort**, Development Manager Europe

VGO, **Ned Semonite**, VP Products, **Tim Root**, CTO

## Conferencing & Collaboration Events

| When & Where                    | Who & What  |
|---------------------------------|---|
| 22-23 June, Berlin, Germany     | <a href="#">Wainhouse Research Collaboration Summit</a>       |
| July 20-21, Boston, MA          | <a href="#">Wainhouse Research Collaboration Summit</a>       |
| October 3-6, Ft. Lauderdale, FL | <a href="#">VCI-G annual conference</a>                       |
| October 12, Boston, MA          | <a href="#">Wainhouse Research CSP Summit - North America</a> |

## WR Collaboration Summit - Boston Update

WAINHOUSE RESEARCH  
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 SUMMIT 2010**

Check out our sparkling agenda for the Boston Collaboration Summit, scheduled for July 20-21 at the Hyatt Hotel on the Charles River in Cambridge, MA. We have speakers presenting on 1) cloud computing, what it is and isn't, and why collaboration users should care; 2) the challenges and benefits of deploying a network of telepresence suits; 3) how one company claims an annual ROI of over 1000% on their UC deployment. We are also planning several presentations on the use of videoconferencing and other collaboration tools in EDU and how these developments will roll over to the enterprise.



Phil Goldby of Reed Elsevier; Smart Workforce and collaborating on a global scale



Jerry Mayo of GN Netcom; The real numbers behind a unified communications deployment



Doug Ashton of Open Exchange; Using today's collaboration solutions to improve business processes one industry at a time...



Josh Kim of Dartmouth; The Campus Media Flood: Causes, Consequences, and Opportunities



Alan Greenberg of Wainhouse Research; Rich Media in Education: Beyond Video - a Global Pinata



Brent Kelly of Wainhouse Research; Cloud based UC services: how the carriers are tilting into the consumer wind



Larry Bond of the Nature Conservancy; Videoconferencing in a decentralized organization



Michael Stiefel of Reliable Software; Cloud Computing: What will be the impact

over 1000% on their UC deployment. We are also planning several presentations on the use of videoconferencing and other collaboration tools in EDU and how these developments will roll over to the enterprise.

This event promises to be THE North American collaboration conference of the year. Don't miss it. The registration page is live at [www.wainhouse.com/boston2010](http://www.wainhouse.com/boston2010). If you would like to sponsor and exhibit, contact [sfargo@wainhouse.com](mailto:sfargo@wainhouse.com).

The event will be streamed live and for FREE by Stream 57. Details to follow.

### Boston Collaboration Summit Sponsors



## One on Two with Vidyo's Ofer Shapiro and HP's Darren Podrabsky

**WRB:** HP has announced a strategic partnership with Vidyo. What does this entail?

**OS** HP is committed to an end-to-end leadership offering with its HP Halo visual collaboration portfolio and they'll be branding, marketing, selling and supporting the complete line of Vidyo Conferencing desktop and room systems. The branded solutions will be available through HP and their channel partners and will be fully interoperable with traditional video conferencing endpoints and current Halo Studios.

**WRB:** What happens to Vidyo's current channels?

**OS:** There's no change there. Vidyo's channels will continue to sell Vidyo's complete line of Vidyo Conferencing solutions as they always have to the same markets they've addressed. The difference is that Vidyo will now also be sold through HP channels as well. HP has a strong footprint in the Fortune 1000 which is a great addition to Vidyo's existing channels. The HP name and validation from this partnership brings greater visibility and credibility for our existing channels to leverage.

**WRB:** What does this announcement mean for the industry?

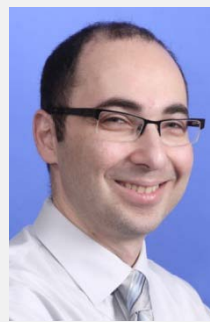
**OS:** HP's partnership validates Vidyo's H.264 SVC-based architecture, and will enable large organizations to confidently choose this solution because it will be backed by HP. We understand that the best technology doesn't always win and that many larger organizations have greater comfort level with one stop shopping from a large vendor like HP. Now they don't have to compromise or settle for an MCU-based, high-latency, low-quality system. HP clearly understands the offerings available in the market today and we're pleased to have been selected as HP's partner in Visual Collaboration.

**WRB:** Why is HP offering this particular technology from Vidyo?

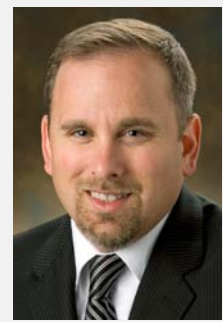
**DP:** HP feels the combined HP-Vidyo offerings bring great value to the videoconferencing marketplace because of Vidyo's patented software-based architecture, which leverages H.264 SVC – and delivers great experiences on best-effort networks. This software-based offering has a lower total cost of ownership because it runs on an x86 appliance, and HP servers – and eliminates the need for a costly (multipoint control unit) MCU.

**WRB:** HP not too long ago announced a reseller agreement with Polycom and Polycom has been promoting HP as a strategic partner. What impact will the Vidyo announcement have on the HP-Polycom relationship? Also, if perhaps you could add some clarification: is the Polycom relationship with HP Network Support Services and EDS, or with the Halo group? I thought Polycom was being integrated into the Halo product offering?

**DP:** This agreement with Vidyo is not exclusive; HP Technology Services (TS), Enterprise Services (ES) and NSS (Network Services) organizations will continue to position Polycom's offerings as a choice for customers. HP also continues to work toward deeper



Ofer Shapiro  
Vidyo CEO



Darren Podrabsky  
Marketing Manager,  
HP Halo Collaborative  
Solutions

interoperability with Polycom and other leading vendors in standards bodies and the recently formed UCIF. This partnership with Vidyo is much more extensive than the reseller agreement with Polycom . The Vidyo relationship allows HP to deliver HP branded video solutions that expand Halo's portfolio to the conference room and desktop, providing solutions that deliver high quality video experiences on enterprise networks. Vidyo's software-based SVC technologies running on HP servers will also deliver dramatically lower total cost of ownership for enterprise customers.

**WRB:** When will these Vidyo offerings be available and what will they consist of?

**DP:** The solutions will be available later this year, and they will include an executive desktop solution including an HP touch screen; a software-based desktop client that is downloaded to PCs, and includes a webcam and audio solution; a conference room solution that will include a room appliance, monitors, camera, and audio solution.

The solutions will operate on HP servers running Vidyo's application to provide call management, routing, interoperability, and IT administration capabilities. The solutions will include value added services from HP or HP channel partners including concierge or helpdesk; network evaluation, project management, and install and break/fix services.

**WRB:** What does this mean to the customers who are looking at both you and Cisco?

**DP:** HP and Cisco have both long been focused on offering customers value in visual collaboration and telepresence. HP, with Vidyo, is now offering customers another option to expand telepresence to the desktop and conference room. HP is the market leader in servers and PCs and now, with this partnership with Vidyo and their innovative video-conferencing architecture, HP is now the defacto leader in desktop videoconferencing.

## Letters

Andrew:

I noticed in The WR Bulletin Vol. 11 #13 (June 8, 2010) that a mistake has been made describing the new capabilities of the TANDBERG Codian MSE 8000. You incorrectly stated that: "Also of significance is a new high speed backplane for the MSE 8000 (Codian) that doubles port capacity." Please note that:

1. We are not delivering a new high speed backplane for the MSE 8000, but rather enabling the existing backplane, which all MSE 8000 customers already have, to operate at high speed. This is achieved by a software upgrade to the MSE 8510 Media2 blade.
2. The capacity of a single 1080p30 multipoint videoconference is tripled (not doubled) to 60 ports, and this requires three MSE 8510 blades, each supporting 20 Full HD ports. Note that the overall 1080p30 multipoint capacity of the MSE 8000 remains at 180 ports. Also, for your information, through a software upgrade to the MSE 8710 Telepresence Server blade the capacity of a single immersive telepresence call is tripled to 48 screens; this requires three MSE 8710 Telepresence Server blades, each supporting 16 screens.

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