

# *Videoconferencing Overview*

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# *Today's Participants*

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- Greg Edwards, Cisco
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- Stefan Karapetkov, Polycom
- Peter Nutley, Tandberg

# *Today's Topics*

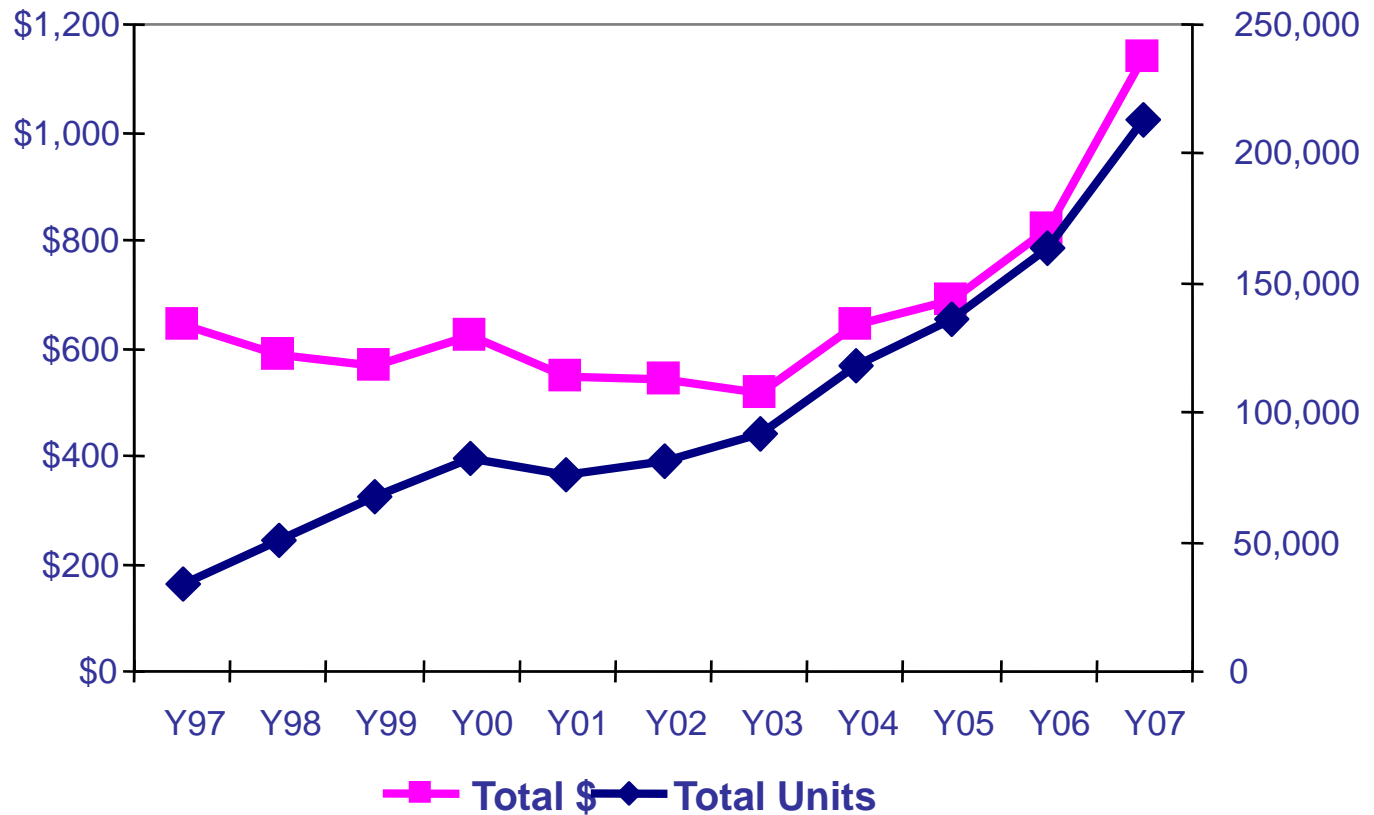
- Videoconferencing market status
- Product categories and the telepresence sideshow
- Market drivers and the future

# *Videoconferencing Market Today*

- Growth rates incredibly strong
- Excitement around HD
- Hype and confusion around Telepresence
- Unified communications stimulating interest in desktop apps (and more)

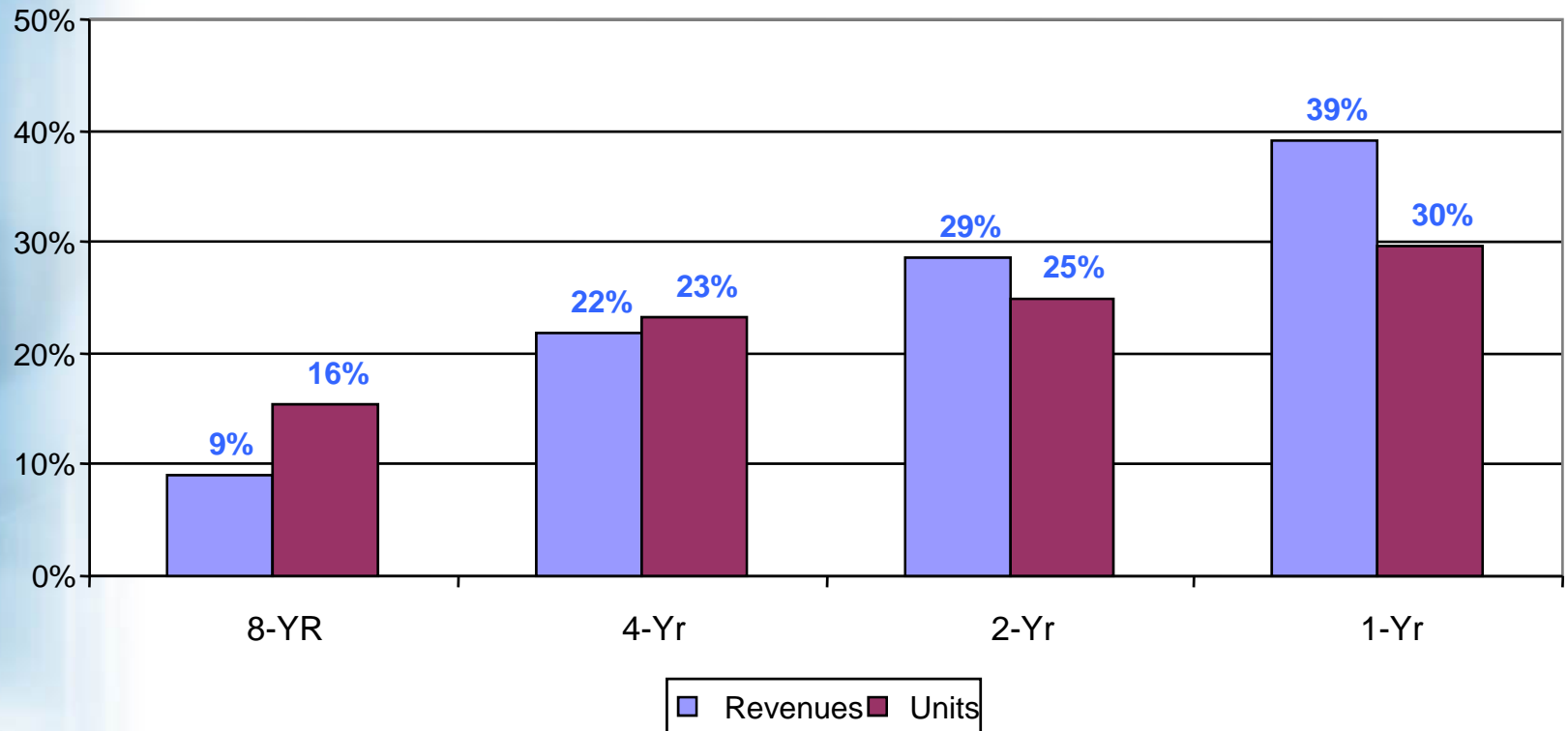
# Accelerating Growth

## Group Videoconferencing History



# Worldwide Growth Rates

## Group Videoconferencing CAGR

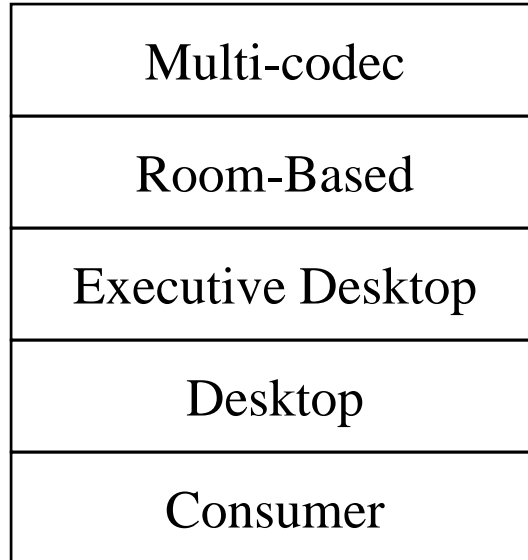


# *Videoconferencing Segments*

Experience

Products

Targets



# Pricing

Multi-codec
Room-Based
Executive Desktop
Desktop
Consumer

\$150-\$400 typical
Codec-only: \$5K-\$40K
\$3K-\$8K
\$100-\$500
\$0 + camera

# *Multi-Codec System*



# *Room-based Systems*



# *Executive Desktop & Videophone*



# *Desktop*



# *Telepresence Definition*

An immersive *experience* based on videoconferencing.... Typically creates the illusion that the remote participants are in the same room with you

# *The essence of telepresence*

- High quality audio and video
- Life-size images
- Proper positioning and perspective

# *Telepresence vs. Videoconferencing*

## *An automotive analogy*

# *Videoconferencing system as described by videoconferencing marketing team*

# *Videoconferencing system as described by videoconferencing marketing team*



*Telepresence system as  
described by telepresence  
marketing team*

# *Telepresence system as described by telepresence marketing team*



# *Videoconferencing system as described by telepresence marketing team*

# *Videoconferencing system as described by telepresence marketing team*



*What happens to your meetings when you don't use telepresence.... According to the telepresence marketing team*

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# *Telepresence*



# *Videoconferencing*



# *Normal Business Drivers*

## **Business pressure drives efficiency concerns for individual workers and teams**

- Dispersed teams & global partners
- Cost cutting pressures
- Quality of life: employee retention
- Huge inefficiencies and inconveniences in **business travel**
- Cisco and Microsoft and IBM etc. educating the market
- **High definition and telepresence** exciting the market

# *Abnormal Business Drivers:*

- **Travel Avoidance: local and long distance**
  - Global warming: corporate citizenship
  - Politics: energy consumption
  - Terrorism: danger in airports and foreign places
  - Health Scares: natural and otherwise
  - Cultural: family life balance
  - Gas prices: telecommute
  - Airline flight cuts, fee increases

# *Why change is inevitable*

- Video is being integrated into unified communications (video becomes a feature, not an application)
- Unified communications is being integrated into enterprise workflow
- IBM, Cisco, Microsoft educating CXOs
- External environment making travel unattractive
- Next generation workers will be video-savvy

## *Short Term Reality:*

### *The 3 Main Drivers for Videoconferencing*

- Reduce time and costs wasted by business travel
- Reduce time and costs wasted by business travel
- Reduce time and costs wasted by business travel

# *Long Term Reality:*

## *The 3 Main Drivers for Videoconferencing and/or Unified Communications*

- Faith-based initiative (e-mail analogy)
- Environmental pressure/energy crisis
- Business transformation and faster decision making

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# the end

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# *For Discussion*

How should prospects view telepresence vs. videoconferencing when making deployment decisions

# *For Discussion*

Enterprise workers today might have on their desks a phone, a PC, and a videoconferencing device.... What will they have in 3 years?

- *A PC that does it all ?*
- *A phone and a PC ?*
- *A video appliance and a PC ?*

# *For Discussion*

Desktop videoconferencing has been around since 1994 but never taken off... why do you think it will or will not take off now and what should customers look for in a desktop solution?

## *For Discussion*

Is high definition really that important?  
What should customers look for or consider when thinking about HD?