



Dear Subscribers,

Welcome to the *November edition of the **Telepresence Options Telegraph!***

The big news this month is: Logitech Buys LifeSize Communications for \$405MM! You can get the complete details and my thoughts and analysis below (**Short Version:** The commoditization of the videoconferencing endpoint and the democratization of videoconferencing accelerates).

The Big News on the Cisco-TANDBERG front is: **No News!** The acquisition of TANDBERG by Cisco has stalled. A determined minority of TANDBERG shareholders have rejected the terms of Cisco's offer and are holding out for a better deal. Cisco has extended the deadline to accept their offer but is standing firm on the offer price.

It remains to be seen how the acquisition of LifeSize will affect the Cisco/TANDBERG deal: Will Cisco come up with some extra shekels as Plan B is taken off the table OR will the realization of Logitech's likely commoditization of videoconferencing make them think thrice before dropping three extra-large on a company that sells \$20,000+ web cams... errr... videoconferencing end points ;-). Ahh the joys of trying to value and invest in the dynamically moving target that is the somewhat free market in tech. The singularity approaches...

Public Telepresence is in the news this month. The *New York Times* [did a story on Marriott and Starwood's entry into the market](#) and *Entrepreneur Magazine* did [an article on Powwow Virtual, my business model for publicly available telepresence](#). The massive and essentially unforeseen disruption of Logitech's acquisition of LifeSize Communication underscores, **highlights**, and **bolds** the strength of the Powwow Virtual multi-vendor business model vs. the single vendor business model(s) that put an amazing amount of eggs into single baskets that rent for \$500 an hour.

Finally, I am finishing up this edition of the *Telegraph* from my hotel overlooking the Marina Del Ray where I am speaking at the PRESENCE 2009 conference this week. Industry meets academia tonight (Wednesday, Nov. 11th) for our Telepresence Industry Professionals dinner with the International Society for Presence Research. If you are in the industry and in the Los Angeles area then you should come out and join us for dinner, networking, and good conversation. There is going to be a lot to talk about tonight!

Warmly,

HSL

Howard S. Lichtman,

Publisher – *Telepresence Options*

Logitech Buys LifeSize Communications for \$405MM

Telepresence and videoconferencing hardware manufacturer LifeSize Communications was acquired by Swiss PC peripheral powerhouse Logitech ([NASDAQ: LOGI](#)) in an all-cash deal reported to close in December. LifeSize which has raised \$78 million dollars in venture capital investment from Redpoint Ventures, Sutter Hill Ventures, Pinnacle Ventures, Tenaya Capital, and Norwest Venture Partners will finish 2009 with sales of \$90mm for the year. Logitech which is one of the leading manufacturers of PC peripherals including computer mice, keyboards, speakers, and most importantly and pertinently **webcams** had revenue of \$2.37 billion in 2008 and \$2.2 billion in 2009. This acquisition is their largest ever. LifeSize will continue as an on-going concern as a division of Logitech and will retain their brand, Austin headquarters, and CEO Craig Malloy.

[Official LifeSize Press Release](#)

[LifeSize Announcement to Customers and Partners](#)

Human Productivity Lab President Howard S. Lichtman's Thoughts and Analysis

I have been meaning to write about the future of desktop video and software codecs for a while ever since I got the latest from Marty Hollander at Vidyo and Bob McCandless at BrightCom over a month ago. Vidyo and BrightCom like many other players in the industry including Teliris use the Logitech Webcam Pro 9000 for their desktop implementations and I and many others have seen 720p video running at 60fps using a Logitech camera and Vidyo's software based codec. [GBH Communications](#) recently deployed over 10,000 seats of Vidyo + Logitech (scaling to an eventual 100,000 seats) for a large religious organization in what is probably the largest videoconferencing deal ever. I own a Logitech 9000 myself and used it recently to record [this video](#) for those interested in what kind of quality you can achieve with "Logitech equipment".



The future of videoconferencing is the software-based codec running on general purpose (albeit high end... for now) general purpose processors connected to a low-cost, high quality HD camera via a [USB 3.0](#) connection. The \$20,000+ plastic-camera-on-the-TV-set-on-the-desert-cart dedicated videoconferencing appliance is a business model with the lifespan of an alcoholic fruit fly chain smoking unfiltered camels. The singularity approaches...

Dr. Steve McNelley, co-founder of telepresence pioneer Digital Video Enterprise believes that we are not that far off from business users bringing their own codec (laptop...ultimately probably their iPhone...) into a telepresence






















environment where they plug into the camera platform(s) via USB 3.0, dial from their personal phone book, and connect out over a 50MBps wireless LTE connection. Dr. McNelley believes that the value in the industry will accrue to the best telepresence environments and display technologies as cameras, codecs, and network commodifies. Dr. McNelley is understandably biased as DVE's solutions are open platforms which can accommodate a software-based codec and a next generation Logitech camera as easily as they do traditional videoconferencing endpoints today.



Could the DVE Tele-immersion Room be powered in the Future by a Laptop & Logitech Webcam?

The LifeSize acquisition is actually Logitech's 2nd videoconferencing acquisition. The company bought prosumer desktop videoconferencing company SightSpeed for \$30MM in cash a year ago (Oct 28th 2008). The acquisition gave Logitech a prosumer videoconferencing platform to bundle with its prosumer webcams. The business model is "freemium" where you could use the personal platform [Logitech Vid](#) for free but if you wanted to upgrade to the enhanced features of [SightSpeed Business](#)...

FEATURES

- | | | |
|--|--|---|
|  Unlimited Video Calling |  Video and Voice Call Recording |  Administrative Console |
|  Multi-Party Video Conferencing |  Never Miss a Call |  Detailed call history |
|  Video Mail |  Custom Click-to-Call Me Links |  Multi-User Licensing |
|  In-Call File Sharing |  Unlimited PC-to-PC Calling |  One-click Invite for Colleagues |
|  Multiple Video Viewing Modes |  Worldwide Calling at a Fraction of Long Distance Rates |  Premium Live Business Support |
|  Unlimited Video Mail Storage |  500 Free U.S. Calling Minutes |  Simple to Use Support Site |
| |  Unlimited Text Messaging | |

You had to pay for the enhanced features:

OPTIONS		
PLAN	QUANTITY	PRICE
Single-Seat \$19.95 Monthly \$189.95 Yearly Save \$49/year	0 ▾	\$0
5-Seat Pack \$89.95 Monthly \$895.95 Yearly Save \$183/year	0 ▾	\$0
10-Seat Pack \$149.95 Monthly \$1495.95 Yearly Save \$303/year	0 ▾	\$0
50-Seat Pack \$695.95 Monthly \$6995.95 Yearly Save \$1355/year	0 ▾	\$0

The major limitations of SightSpeed Business was that the videoconferencing client was/is only compatible with other SightSpeed business clients and ***not compatible with traditional standards-based videoconferencing and telepresence end points and enterprise video network infrastructure that is used to host multi-point calls.***

Enter LifeSize Communications Stage Right

The LifeSize acquisition gives Logitech the industry's price/performance leading HD codec to bundle with its next generation HD USB 3.0 webcams that it no doubt has on the drawing board. I am assuming that the talented software engineers at LifeSize will have little problem porting over their standards-based videoconferencing client to run on the computer industry's next generation multi-core processors.

Couple that capability with Logitech's distribution muscle and all of the sudden you can purchase a fully functional standards-based HD videoconferencing end-point at every Best Buy, Target, and Wal-Mart in the world. Hell... Dell will even finance it for you... It comes with Logitech Vid for free, you can upgrade to SightSpeed Business if you need more features, or LifeSize if you like real horsepower and need to talk to the videoconferencing world. The new LogiSize solution will be fully compatible with a complete line of traditional videoconferencing appliances and LifeSize's telepresence offerings and I am betting that you will get the full catalog with every webcam purchased.



What does that mean for the Telepresence and Videoconferencing Industry? I am afraid that is going to have to be a consulting gig because it is 2:00AM in LA and I have been up since 5:30 AM in Washington DC and I have a conference to attend in the morning.

Congrats to Logitech, Craig Malloy, Vab Goel, Jeff Brody, and all the folks at LifeSize in Austin!

Entrepreneur Magazine Covers Telepresence and Powwow Virtual

-The HPL's Business Model for Public Telepresence

[Dan O'Shea](#), the former Editor-in-Chief of Telephony Magazine, Fierce Telecom editor, and guru of all things electronic did a piece this month for **Entrepreneur Magazine**: [Doing Business with No Walls](#) and covered telepresence and [Powwow Virtual](#), the Human Productivity Lab's business model for a network of publicly available telepresence conferencing centers. Other commitments have forced me to keep Powwow bubbling on the back-burner but we continue to look for the right investor and/or partner that is looking for a sophisticated public telepresence strategy and the right business model, team, designs, technology roadmap, and global audience to get it off the ground fast!



Room with a View

By **Dan O'Shea**, *Entrepreneur Magazine*, November 2009



Telepresence is as close as it gets to meeting face-to-face

Have you ever tried to shake hands with a business partner sitting directly across from you, even though you know he's in his own office 2,000 miles away? Telepresence makes you want to do just that. It's no hallucinatory drug, though the sensory experience it provides via ultra-realistic, life-size videoconferencing does make it seem as if someone spiked your java. It's like interacting with a hologram from "Minority Report."

[Continue Reading...](#)

New Telepresence Videos from HSL's YouTube Channel



[Projection Augmented Dummies for Telepresence?](#)

[Sony Game Controller Tracks Motion and Emotion](#)

[BrightCom Telepresence](#)

[IPeak Networks IPQ reduces Packet Loss for Telepresence, Videoconferencing, and VoIP](#)

Cisco TANDBERG Updates



[Cisco extends offer period for Tandberg bid](#)

[Cisco undervalues Tandberg, investment firms say](#)

[OppenheimerFunds opposes Cisco offer for Tandberg](#)

From Telepresence to the Desktop - Video Comes Of Age (The video conference room is dead - long live video conferencing)

A View from the Road - Special Report: A "milepost" perspective on industry activity and what it means for the future of video collaboration.

By David Danto, IMCCA Director of Emerging Technology

These are exciting times for those of us in the video collaboration industry. [Cisco](#), one of the largest firms in the high tech world has agreed in principle to purchase [Tandberg](#), one of the leaders in the video conferencing industry. While the deal is not completed and still has some hurdles to overcome, on a scale of one to ten this is a solid fifty in terms of the ramifications it presents to the future landscape of our industry.

[Continue Reading...](#)



If Telepresence is the Present, 3DPresence is the Future

October 21, 2009 | [Chris Payatagool](#)

By Sagee Ben-Zedeff, Video Over Enterprise



I've been [writing about innovation](#) here for a long time. Last week I discussed (more so - complained about) [the lack of innovation in the video conferencing experience in the past few years](#). Well, in this post I will be much more optimistic, and tell you a bit about the state-of-the-art in video conferencing innovation, a project that RADVISION is proud to take part in: 3DPresence.



[Continue Reading...](#)

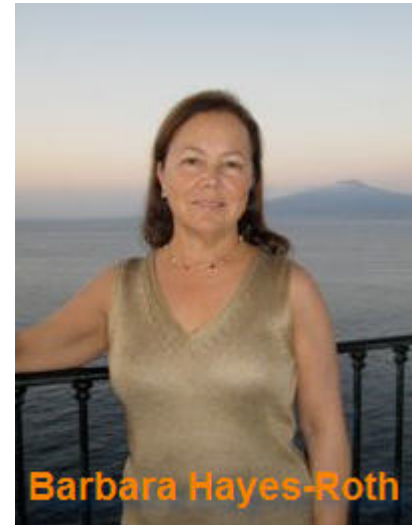
3DPresence Multi-Party Video Conferencing Concept

PRESENCE 2009 Conference - Update Nov 11th-13th Los Angeles



PRESENCE 2009 is right around the corner and it looks to be a particularly rich and rewarding conference. In addition to a diverse group of interesting paper presentations, we'll have several demonstrations of telepresence technologies including telepresence conferencing systems from [BrightCom](#) and [Digital Video Enterprises](#), true knowledge-building discussion sessions, various social events, and three outstanding keynote speakers:

[Barbara Hayes-Roth](#), an internationally recognized expert in intelligent agents and interactive characters. She is the former Director of the Adaptive Agents Project and the Virtual Theater Project at Stanford University. She is the founder and President of Extempo Systems which is developing life-like coach-bots to provide personalized one-to-one coaching.



[Howard S. Lichtman](#), founder and President of the Human Productivity Lab, an independent research consultancy that advises organizations looking to invest in telepresence technologies. Mr. Lichtman is the Publisher of *Telepresence Options* and the editor of the *Telepresence Telegraph*, the most widely read newsletter following telepresence conferencing, the author of numerous papers and publications on telepresence and telepresence conferencing, and his writings and analysis have been featured in over a dozen national and international publications.

[Albert "Skip" Rizzo](#), Research Scientist and Research Professor at the Institute for Creative Technologies and Department of Psychiatry/School of Gerontology at the University of Southern California. Dr. Rizzo is the Co-Director of the VRPSYCH Lab at USC which conducts research on the design, development, and evaluation of Virtual Reality systems for clinical assessment, treatment, and rehabilitation.

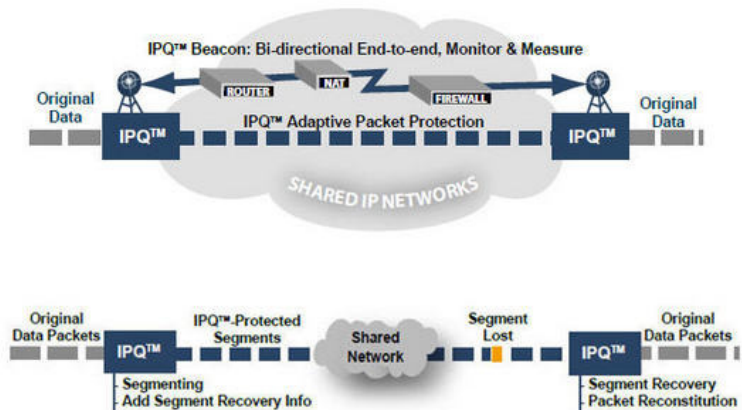
The full schedule and all the conference details are on the conference website, <http://ispr.info/conference>.



IPeak Networks IPQ Solution Reduces Packet Loss for TP and Videoconferencing

I recently spoke with Brett McAteer the Vice President of Marketing at [IPeak Networks](#) who told me about their new [Internet Performance & Quality platform \(IPQ\)](#), which reduces packet loss for telepresence and videoconferencing. The solution places a simple to install IPQ device between the telepresence or videoconferencing endpoint and the router. The IPQ device, when packet loss is detected, begins splitting up the packets into segments and injecting redundancy information into different segments which allows the IPQ box on the other side to reconstruct the packets even if some segments are lost.

[Continue Reading...](#)



TANDBERG Launches new T1 Small Group Telepresence System



The TANDBERG T1 Small Group Telepresence System

Last month TANDBERG launched an updated version of the TANDBERG T1 small group telepresence system. The system has two primary seats and is designed to inter-operate with the TANDBERG T3 group system. The new T1 has the same innovative touch screen interface as the T3 that allows participants to launch ad-hoc calls, bring in additional site, change screen layouts, and perform other conference control functions. You can read TANDBERG's official press release on the T1 [Here](#). You can get the scoop on pricing, availability, and see how the new T1 handles multipoint with the TANDBERG T3. [Continue Reading...](#)

New Telepresence Options Solution Snapshots and Company Profiles!

We continue to add to our [Solution Snapshots Catalog](#) of the leading telepresence systems, managed service providers, and inter-networking solutions. These detailed Solution Snapshots feature important information for those evaluating their **Telepresence Options** including: minimum bandwidth required, minimum space required, and inter-operability information. **Solution Snapshots** feature information not found any place else on the internet including top-down floor plans showing minimum space required for each telepresence system for architects, engineers and facility professionals trying to determine the best location to deploy telepresence environments. You can receive new **Solution Snapshots** as they are published by subscribing to our [RSS Feed](#) or [via e-mail](#). All the **Solution Snapshots** will be published in the upcoming hard copy **Telepresence Options Yearbook** which you can receive for free by [subscribing here](#).



Polycom HD TPX - Solution Snapshot



Overview: Whether you want to facilitate collaboration in a dispersed product development team or quickly reach mission critical decisions, Polycom TPX HD solutions bring an immersive telepresence experience to small or medium venues and allow up to 6 participants per room to be virtually connected to other small or medium teams around the world. Available in many configurations, the Polycom TPX HD solution is ideal for applications such as executive meetings, project management, client engagements or partner collaboration.

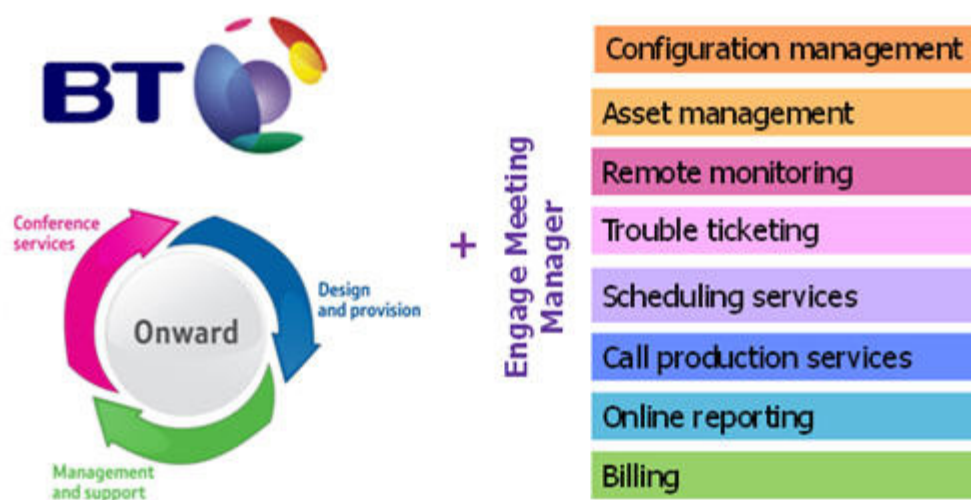
The easy-to-use Polycom TPX HD solutions allow you and other participants to focus on your meeting topics, not the technology, while communicating naturally and effectively. Polycom TPX HD meetings rely on true-to-life video, spatial audio, and interactive elements all within a specially designed environment that promotes realistic interaction with all meeting participants.

[Continue Reading...](#)

Company Profile: BT Conferencing

We continue our series profiling the leading firms in the telepresence industry with a profile on Telepresence and Videoconferencing managed service provider: **BT Conferencing**. You can browse our [Company Profile archive](#) for previous companies profiled including Teliris, Cisco, Polycom, TelePresence Tech and others. You can subscribe via [RSS](#) or [e-mail](#) to receive Company Profiles of other leading telepresence firms as they are published. All the Company Profiles will be published in the upcoming hard copy Telepresence Options Yearbook which you can receive for free by subscribing [here](#).

The power of Onward
Regardless of the manufacturer or environment



A unified services platform drives consistent results

BT Conferencing



BT Conferencing provides exchange service, telepresence managed services, and deployment services. These services include well regarded concierge services, reservation services, and network operations services. The most important component of its offer is the video operating system "Onward" which includes capabilities for automatic session launch and operator assist, tools for measuring and reporting operational status of facilities, network devices and proactive responses to faults or alarms in progress. The company has a well architected initiative for internal marketing and user education to stimulate service awareness and session demand.

Included are comprehensive tools for monitoring demand, scheduling and operational satisfaction. With a Video Operations Center in both the USA and UK, BT Conferencing launches more than 60,000 telepresence and video conferencing calls per year.

[Continue reading...](#)

Telepresence New Articles and Stories

From our on-going review of the most important stories on telepresence technologies and reporting on the telepresence industry. [Browse the Archives](#)

Subscribe to receive new articles via [RSS](#) or via [e-mail](#).

[**Hotels Find Keeping Travelers at Home Can Be Good Business**](#)

By SUSAN STELLIN, *The New York Times*

"If you can't beat 'em, join 'em," may be the best maxim to explain why travel companies are getting into the virtual meeting business, actually helping clients avoid flying halfway around the globe.

Two of the world's biggest hotel companies, [Starwood Hotels and Resorts](#) and [Marriott International](#), are outfitting some of their meeting rooms with telepresence suites, a high-end system that leapfrogs typical videoconferencing technology. Their goal is to rent the rooms to customers who are already embracing virtual alternatives to travel, but do not have telepresence suites everywhere they would like to use them.

[**Cisco Collaboration Vision: New Launch Enhances Market Position**](#)

By Allan Sulkin, No Jitter

[Cisco Systems](#) earlier today announced numerous product offers and solutions in support of its collaboration vision that span across several functional areas: **Conferencing, Customer care, Enterprise social software, IP communications, Messaging, Mobile applications, Telepresence**

[**Theme-park dummy trick becomes teleconference tool**](#)

by Tom Simonite, New Scientist

A theme-park animatronic trick could allow people act more naturally in videoconferences.

[Shader lamps](#) is a technique that projects an animated face that looks three-dimensional onto a dummy's blank face. Now the trick has been exploited to project a person's features onto an animatronic double somewhere else.



[**Sony demos game controller to track motion and emotion**](#)

By Colin Barras, New Scientist

The latest games console arms race - to perfect hands-free, full-body game control - just got more competitive.

Sony has unveiled just such a system called Interactive Communication Unit or ICU, at the [Vision 2009](#) trade fair in Stuttgart, Germany. It uses stereo cameras to watch a player and, like a pair of eyes, to judge depth.



Telepresence Industry Press Releases

Check out the latest news from the companies on the forefront of telepresence technologies, telepresence managed services, and inter-networking telepresence. [Browse the Archives](#)

Subscribe to receive new articles via [RSS](#) or via [e-mail](#).

[Glowpoint Reports Third Quarter Results](#)

HILLSIDE, N.J.--- [Glowpoint, Inc.](#) (OTCBB: [GLOW](#)), a leading provider of advanced video communications solutions, today announced financial results for the third quarter and nine months ended September 30, 2009, yielding record subscription related revenues and a continuance of positive operating income.

Total revenue for the quarter was \$6.54 million, an increase of more than 7.8% from the same period a year ago. Monthly recurring subscription and related revenue for the quarter was \$5.03 million of such amount, up 16.2% year-over-year. Gross margin for the quarter increased to \$3.22 million, a year-over-year increase of 32.2%. Total operating expenses were only 47.1% of revenues versus 50.8% in the same period a year ago and 50.2% last quarter. The third quarter income from operations was \$0.14 million, which was an improvement from last quarter's income of \$0.04 million and a loss of \$0.64 million from the year ago period.

[Telepresence Solutions by BrightCom Demonstrated at Presence 2009](#)

Los Angeles, CA - November 4, 2009 - [BrightCom](#), the performance leader in integrated telepresence and video conferencing solutions, announced today their exhibition at Presence 2009, The 12th Annual International Workshop on Presence sponsored by the International Society for Presence Research at the Marina del Rey Hotel in Los Angeles, California. BrightCom's L37 and ClearView 1052 HD Mobile Video Conferencing solution will be on display.

[CWT and Tata Communications to Team Up to Provide Public Telepresence Facilities](#)

PARIS, November 4, 2009 -- [Carlson Wagonlit Travel \(CWT\)](#), a global leader specializing in business travel management, and Tata Communications today announced they will team up to provide CWT Telepresence--an enhancement to the company's broader demand management offering--which will allow CWT clients to access the [Tata Communications](#) network of public [Cisco TelePresence Suites](#) around the world.

[LifeSize Shatters the Boundaries of Video Communications; Brings the Telepresence Experience to Anyone](#)

AUSTIN, TX, October 5, 2009 - LifeSize Communications, Inc., the global leader in high definition video communications, today introduced LifeSize Passport, a ground-breaking HD video conferencing system that provides the telepresence experience to anyone, anywhere. One-third the size, one-third the weight and one-third the price of any other system in its class, Passport delivers telepresence in the palm of your hand. LifeSize Passport is also the world's first HD video communications system to enable Skype audio calls to the more than 480 million registered Skype users.

[Vidyo Unveils VidyoOne "Telework" HD Video Conferencing System for Small-Medium Businesses](#)

Hackensack, NJ (October 1, 2009) - [Vidyo, Inc.](#), the first company to deliver personal telepresence, today introduced the first affordable HD video conferencing system that enables small and medium size businesses (SMBs) to communicate quickly and naturally in HD quality, through desktop and room system video communications.

Telepresence Industry Deals

[22 October 2009](#) - Telepresence has linked Hong Kong medical professionals with Sichuan Provincial People's Hospital, allowing them to easily follow up on rehabilitation retreatment and progress of patients from last year's earthquake, said Stand TALL Tele-Medicine Rehabilitation Training Centre Monday.

According to Stand TALL located in the Hong Kong Prince of Wales Hospital, Cisco sponsors video conference equipment Tele-Presence 3000 while China Telecom and PCCW Global sponsor an MPLS network

[20 October 2009](#) — TANDBERG announced that the Sydney office of global actuarial and consulting firm, Milliman, has deployed TANDBERG Telepresence with a suite in Sydney is connected to an identical system in Milliman's Chicago office, with a third installation scheduled later this year to support the firm's team in London Milliman's Sydney team expects to save \$250,000 in flight and travel costs over the next 12 months.

[Westfields Group to Deploy Cisco Telepresence to 40 properties](#) - **2 October 2009**. The Westfield Group is the world's largest listed retail property group by equity market capitalisation. The Group has interests in and operates a global portfolio of 119 high-quality regional shopping centres in Australia, New Zealand, the United Kingdom and the United States, valued at more than \$62 billion. Westfield works with over 23,600 retailers across more than 10 million square metres of retail space.

Important Advertisement Below!



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MASERGY has redefined enterprise wide-area networking by delivering innovative products, advanced capabilities and a superior customer experience, all on an integrated global IP/MPLS network. Our WAN services and advanced networking capabilities deliver a superior customer experience while our VPN options, including VPLS and Private IP, support seamless network convergence for superior voice and video performance. MASERGY provides flawless performance for Telepresence, high definition or standard video communications to any customer location.

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Odds & Sods

29 October 2009. RADVISION has reported that revenues for Q3 2009 were \$20.4 million compared with revenues of \$21.6 million in Q3 2008. The Company's forecast for Q3 2009 was revenues of \$20 million. Revenues for Q3 2009 consisted of \$15.6 million for the Networking Business Unit and \$4.8 million for the Technology Business Unit. The Company expects to report revenues of approximately \$21.5 million for Q4 2009.

RADVISION has achieved a big turn around to profitability without raising revenues. Operating income for Q3 2009 was \$1.4 million compared with an operating loss of \$4.3 million in Q3 2008. . Net income of approximately \$2.3 million or \$0.12 per diluted share is expected in Q4 2009.

For the first nine months of 2009, revenues were \$58.3 million and net income was \$0.8 million, or \$0.04 per diluted share. This compares with revenues of \$62.0 million and a net loss of \$11.5 million, or \$0.55 per diluted share, in the first nine months of 2008.

The Company ended the third quarter of 2009 with approximately \$120.0 million in cash and liquid investments, equivalent to \$6.17 per basic share. On 3 November the last share sale on NASDAQ was at \$6.05.

October 22, 2009 AT&T Telepresence Solution:

During the quarter, AT&T made these additions to its AT&T Telepresence Solution:

- CTS1300 Support – a single screen, three-camera configuration that can be installed in an existing general purpose conferencing room, offering greater flexibility and a lower entry cost point,
- Increased the maximum number of endpoints that can be connected simultaneously from 8 to 12,
- A Company Directory is now available in the AT&T Telepresence Solution Portal to enable portal subscribers to access a list of companies to assist them in identifying collaboration opportunities with their business partners.

22 October 2009. RADVISION, has announced its latest version of its award winning SCOPIA Desktop V7.0, has been fully optimized with Microsoft® Windows® 7 and the latest Intel® technologies including the new high performance Intel® Core™ i7 and Intel Atom. RADVISION's SCOPIA Desktop fully supports High Definition (HD) video at the desktop providing an uncompromised video experience for users wherever they are. However, HD video requires significantly more processing power than Standard Definition video.

RADVISION, a Microsoft Gold Certified Partner and an Intel Software Partner Program member, has utilized the advanced technologies in both Windows 7 and Intel processors to provide the highest quality video and most efficient use of PC resources available. SCOPIA Desktop V7.0 has been optimized to leverage Windows 7's full support for advanced multi-core processing. This allows SCOPIA Desktop to fully separate processes such as audio, video and data encoding and decoding, network connectivity and encryption into multiple threads taking advantage of the Intel Core i7 and its intelligent multi-core technology.

Conferencing Advisors Inc. Named Partner of the Year by LifeSize Communications

[Oct 15, 2009](#) – Conferencing Advisors is very pleased to be recognized as Partner of the Year by LifeSize Communications the leader in Full High Definition Video Conferencing Solutions. Conferencing Advisors has always focused on rich media high definition video conferencing products in an industry that was marketing standard definition.

Telepresence interoperability tested at Internet2 Conference

[October 7th, 2009](#) - Three vendors – LifeSize, Polycom and Tandberg – conducted live telepresence meetings that used all three vendors' gear at once during the fall Internet 2 meeting in San Antonio.

The meetings, using the high-speed Internet2 network as a backbone, blended one-, two- and three-screen telepresence equipment onto a single conference. Participating systems were as far flung as Massachusetts, New York, Ohio, Portugal and Texas.

The Financial Post has predicted that Polycom is the next company to be acquired after Cisco's acquisition of TANDBERG.

[October 6th, 2009](#) - Polycom is now the most likely buyout candidate according to top-ranked analyst Tavis McCourt of brokerage Morgan Keegan, who rates Polycom a speculative outperform.

McCourt offers up three reasons why Polycom may become a target for a rival of Cisco with deep pockets. Firstly, there is potential channel conflict for Cisco/Tandberg because some of the current resellers of Tandberg products are also Cisco rivals in other markets.

Secondly, the Cisco deal raises awareness of the still niche video conferencing market with current sales of US\$2-billion annually, number that seems destined to grow by leaps and bounds over the next five years.

Finally, Tandberg now has tremendous “scarcity value” according to McCourt who points out that the two rivals currently have roughly 80% of the entire market. Now that Cisco has thrown down the gauntlet, other hardware vendors may take notice.

The deal values Polycom's video conferencing business at US\$22 per share; its voice business is worth between US\$3.50 to \$6.50 per share figures McCourt; finally, add in US\$4.50 in cash per share and Polycom looks to be a bargain at its current share price of US\$26.78. Let the bidding begin!

Telepresence People



Glowpoint CEO Joe Laezza and Destiny Conferencing's Rob Whately at the ESPN Zone in Orlando before the Polycom User Group

Case Murphy has been promoted to **Principal Engineer for Collaboration Technologies** at **AOL** where he is running over 4,000 hours of videoconferencing a month including as many as 40 concurrent calls without any human intervention

Brett McAteer has been promoted to **Vice President of Marketing** at **iPeak Networks**

George Astacio has joined **Applied Visual Communications** as **Business Development Manager**.
Welcome Back to NoVa George!

[**Aaron Payne** has been appointed **Area Sales Vice President for the U.K. and Ireland for Polycom**](#)

Joe Vitalone has been appointed **Vice President of Sales for the Americas** for **LifeSize Communications**

Chris Otten is the new **Regional Sales Manager - Mid-West Region** for **Accordent Technologies**

Mohammed Ghafari has been appointed as **Vice President of Middle East operations** for **HaiVision** and has established a direct presence in Dubai for the company.

Telepresence Industry Professionals Now Over 1030+ Members!



[Telepresence Industry Professionals \(TIP\)](#) is our telepresence industry association on Linked In which is now over 1030+ members! We like to call it "*the telepresence industry's cool kids club*" because so many of our favorite folks are on-board. The group is a superb venue for discussion, networking, and industry news and information. There is a Jobs board for organizations looking for talent and for folks that are in the market for their next gig.

New and Notable Members **this month include:** **Christian Bougot**-Unified Communications Solution Marketing Manager at Telindus / Belgacom, **Greg Dowd**-Sales Director, Collaboration Services @ BT, **Peter Kastelic**, CEO at Weblinoffice, **JoBeth Vaughn**, President @ C4 Consulting & Recruiting, **Francois Gariepy**-Telepresence Ronin, **Simon Hunt** - Business Development Director at Regus, **Boris Popov**- Business development Director Russia and CIS at TANDBERG, **Richard Navarro** - Vice President, Sales at City IS, **Zulfi Naqvi** - Sr. Network Consulting Engineer at Cisco Systems, **Sarva Channarajurs**, Manager, Engineering TelePresence Business Unit @ Cisco, **Jeffrey Baker**, Region VP, Mid-America at BT Conferencing, **Marco Asbreuk**, Owner and director at A-Service B.V. and iris2iris B.V.The Netherlands, **Emily Magrish**, President @ Magrish International Inc, **Stuart Dobbin**, SVP Sales & Marketing Asia Pacific – BCS Global, **Darwin Foye**, Creative Director, Filmmaker, Editor, Information Architect @ 5th Density



Telepresence Industry Jobs

New Jobs on the [Telepresence Industry Professional Job Board](#)

[Director of Sales, Eastern US - LifeSize Communications – New York City](#)

[Polycom is Hiring over a Dozen Engineers and Account Managers](#)

[Polycom is Hiring Major Account Managers in Amsterdam, Netherlands. And Belgium, Brussels](#)



On The Bench

A Breakdown of Industry Talent in the Market for their Next Opportunity

[Dennis Murphy](#) – **New York City** – Dennis is a former EVP at AVI/SPL with expertise in Visual Collaboration, Managed Services and the financial industry as a former VP at Goldman Sachs.

[Randy Biesel](#), **CVE** – **Texas** – Randy is a Sales Engineer with 10 years experience in Polycom and Cisco solutions.

This issue of the *Telepresence Options Telegraph* is sponsored by MASERGY Communications



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About *Telepresence Options*



Telepresence Options follows telepresence, telepresence technologies, and the companies that make up the telepresence industry. We profile new telepresence systems, telepresence managed service providers, and telepresence inter-networking solutions. Telepresence Options content is available for free on the internet and The **Telepresence Options 2009 Yearbook** will be published in hard copy in fall of 2009. The **Telepresence Options 2009 Yearbook** is the second in the series of *Telepresence Options* surveys and is the most recent update to [Telepresence, Effective Visual Collaboration, and the Future of Global Business at the Speed of Light](#) the most widely read publication on telepresence ever.

The Solution Snapshot Catalog

The Solution Snapshot Catalog is our comprehensive and intelligently organized On-Line Catalog of the leading Telepresence systems, managed service providers, and inter-networking solutions available anywhere. You can start with our comprehensive overview of the various [Telepresence Options](#) and then drill down to evaluate telepresence solutions in various intelligently organized categories.



Telepresence Conferencing - [On-Stage Telepresence & Telepresence Podiums](#)

Telepresence Conferencing - [Group Systems](#)

Telepresence Conferencing - [Large Group / Classroom](#)

Telepresence Conferencing - [Small Group Systems](#)

Telepresence Conferencing - [Executive Systems](#)

[Telepresence Managed Service Providers](#)

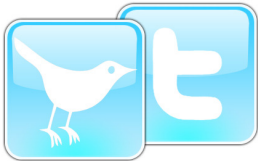
[Telepresence Inter-Networking Solutions](#)

[Telepresence Video Infrastructure, CODEC, Display, and Peripheral Manufacturers](#)

[Telepresence Resellers and Systems Integrators](#)

[Telepresence Consultants](#)

Telepresence Options is now on Twitter and Facebook!



Telepresence Options' readers have been asking me for some time why we are not on Twitter. The answer is that, as a productivity-facing technologist, I can't for the life of me figure out why anyone would ever use Twitter. The signal-to-noise ratio is insane BUT we are all about giving the people what they want so if Twitter is your thing then you can follow the latest and greatest in telepresence via Twitter. We have **over 1000+ Followers!**

<http://twitter.com/TelepresenceVTC>

Interested in Sponsoring the *Telepresence Options Telegraph* or *Telepresence Options*?



***Telepresence Options* traffic statistics show visitors from 165+ countries!**

Telepresence Options is the #1 Website on the Internet following telepresence, telepresence managed services, and inter-networking telepresence. The site attracts over 22,000+ unique visitors per month and represents the largest identifiable audience in the world interested in telepresence, telepresence managed services, and inter-networking telepresence. The ***Telepresence Telegraph*** is published occasionally and has over 2,400+ subscribers. Please contact Info@TelepresenceOptions.com for sponsorship info.



Although the Human Productivity Lab embraces the advances in individual and organizational productivity made possible by telepresence and effective visual collaboration, our mission is guided by an overarching respect for human values and interests.

While **Productivity** is our **Middle Name** we always put the ***Human First***.

- Howard S. Lichtman