

**VIDEO EVERYWHERE:
WHEN VOICE AND TEXT JUST WON'T CUT IT**

The future of communication is here today, and it's called video.

We all know that humans communicate better when we can see the other person's facial expressions. Whether it's in a business, educational or personal setting, over 50% of a person's understanding of a conversation comes from non-verbal clues. And that's a key reason why videoconferencing is a vital component in a company's overall AV and IT strategy – it makes communication more effective.



7% of communication comes from spoken words, 38% from tone of voice, 55% from body language.

For the purposes of this White Paper, *videoconferencing* refers to the technologies that enable face-to-face communication over distances. Videoconferencing is frequently referred to as VideoTeleConferencing, abbreviated as VTC. Within this definition are three different types of videoconferencing systems, defined as:

- **Web Collaboration Platforms:** These technologies connect individuals by video call, typically using desktop or laptop computers as end points. These are “best effort” rather than enterprise-grade technologies because they tend to focus on ubiquity and low cost versus quality; and are very inexpensive (or free) to purchase and use. Examples of web collaboration platforms are the extremely popular Skype (which was purchased by Microsoft for \$8.5 billion in 2011), Lync and desktop meeting platforms like Go-to-Meeting and Nefsis.



- **Mobile Video Calling Platforms:** The explosion of mobile devices such as the iPad, iPhone and Android devices has led to a similar expansion of video communication within the mobile realm. These devices use video calling platforms like Skype and Apple FaceTime and are typically used as consumer rather than corporate tools, although they are gaining traction in corporate



settings as well. The endpoints in this case are the mobile devices themselves.

- Enterprise Grade VTC / TelePresence:** Corporate VTC is a very different proposition from web collaboration and mobile video calling. Enterprise grade technologies provide a much higher level of performance, security and uptime than the other technologies, and are more expensive to deploy and use. While the other technologies tend to focus on connecting individuals, Enterprise Grade VTC focuses on connecting locations like conference rooms or classrooms.



A subset of Enterprise Grade VTC is *TelePresence*, which provides an enhanced experience allowing a person to feel as if they are actually present when communicating remotely. TelePresence displays a further level of technical sophistication and improved fidelity in sight and sound over traditional Enterprise Grade VTC. Leaders in providing Enterprise Grade VTC and TelePresence solutions include Cisco / Tandberg, Polycom and LifeSize.

Snapshot: Types of Video Conferencing Platforms

	Web Collaboration Platforms	Mobile Video Calling Platforms	Enterprise VTC Platforms
What's Connected	Desktop & Laptop PCs	Mobile Devices	Rooms
Equipment	Software, Camera & PC	Mobile Device and App	VTC System and Display
Cost	Free to Low	Free to Low	High
Reliability	Good	Fair	High
Ubiquity	Broad	Broad	Limited
Sample Platforms	Skype, Lync, Go-to-Meeting	Skype, FaceTime, Tango	Cisco/Tandberg, Polycom, LifeSize

Despite the differences between the various types of videoconferencing systems, it's critical to understand that they are related to one another by the simple fact that they solve the same fundamental problem: Allowing people to communicate remotely while seeing one another.

From the AMX White Paper Videoconferencing: Can You See Me Now? (www.amx.com)