



BT Video Conferencing and Telepresence

Overview:

A high-performance Video Conferencing solution that can greatly enhance your communication network and drive increased productivity and greater visibility across all parts of your organisation. Developing and deploying this kind of solution, however, can absorb significant resources and take you away from your core business. To establish a conferencing network that enhances communications, you need to partner with a company that can deliver an end-to-end solution. From initial installation through to ongoing support, BT Conferencing consults with you every step of the way to ensure your unique needs are met.

What is Video Conferencing?

- Face-to-face meetings without having to travel
- Lose none of the important features of a face-to-face meeting – high definition (HD) means clear visibility of body language, eye contact and facial expressions
- Share data on screen alongside the video image
- Point-to-point or multi-point
- Systems range from small-scale desktop units to bespoke suites

HD Video Conferencing can enable customers to use video as a powerful communications tool for making meetings effective and reducing costs at the same time. The quality of the HD image enables customers to conduct a wide variety of highly productive meetings – ideal if you spend upwards of £10K a year on travel.

What is Telepresence?

Telepresence is the ultimate Video Conferencing solution and the next best thing to being in the same room as fellow attendees.

With virtual participants appearing on large video screens on the other side of your meeting table, life-size imagery combined with crystal clear, perfectly synchronised sound provides a truly immersive experience. Using the latest in audio-visual, HD technology, Telepresence allows individuals to meet face-to-face with colleagues and associates located anywhere in the world, as if they were in the next room.

Telepresence is suitable for more formal business meetings (board meetings, workshops, negotiations and contract signings), all of which might have been thought to be 'too important' to conduct over traditional video in the past. It would produce an excellent ROI for customers who are spending £200K or more a year on travel but really need to preserve the face-to-face quality and feel of their business meetings – both overseas and in the UK.

Reasons to have Video Conferencing:

- Help save significantly on meeting costs
- Experience all the benefits of being face-to-face, such as seeing what colleagues or customers look like in the flesh, body language, eye contact and more
- Make more productive use of time that's currently spent travelling
- Set-up meetings between sites quickly

Types of organisations that would use Video Conferencing:

Companies with...

- Multiple sites, typically six or more
- Long distances between sites (nationwide or overseas)
- Annual travel costs over £10K – these companies would see an ROI from HD video
- Annual travel costs over £200K – these companies would see an ROI from Telepresence

Benefits of Video Conferencing:

- Increased productivity – by helping to reduce travel time and encouraging knowledge sharing within your organisation
- Help reduce costs – through cutting travel expenses and unproductive hours
- Increased meeting effectiveness – by adding visual elements increases meeting focus with eye contact and non-verbal cues
- Faster decision making – get to market faster with on-demand meeting scheduling and more accessible communication tools

Features of Video Conferencing:

- **Multi-tenant video conferencing (IP and ISDN)** – ability to schedule and launch conferences, schedule rooms and provide recording services whether utilising BT's bridges or your own
- **Streaming** – audio and video transmitted over the internet or your corporate intranet
- **Event management** – high-quality, customised production for the most complex corporate events and an unsurpassed communications experience
- **IP Video Connect** – unified collaboration support, from launching private deployments on converged video, data and internet networks, to implementing advanced H.323 network service

Price:

Costs depend on requirements and on solution/package purchased.

Further information:

Please visit: www.conferencing.bt.com

Offices Worldwide

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