Green IT: Video Communications

Broadband and Climate Change
Federal Communications Commission
August 25, 2009

Colin Buechler
Sr VP Marketing
LifeSize Communications, Inc

LifeSize®

Green IT and Telecom

Green IT: "optimal use of information and communication technology (ICT) for managing the environmental sustainability of enterprise operations and the supply chain..." Gartner 2009

- Companies today seeking green IT solutions

- Corporate responsibility dictates companies take active approach to carbon reduction

- Entities are aggressively pursuing green strategies within current budget constraints

- Best way to reduce carbon emissions is to remove the need

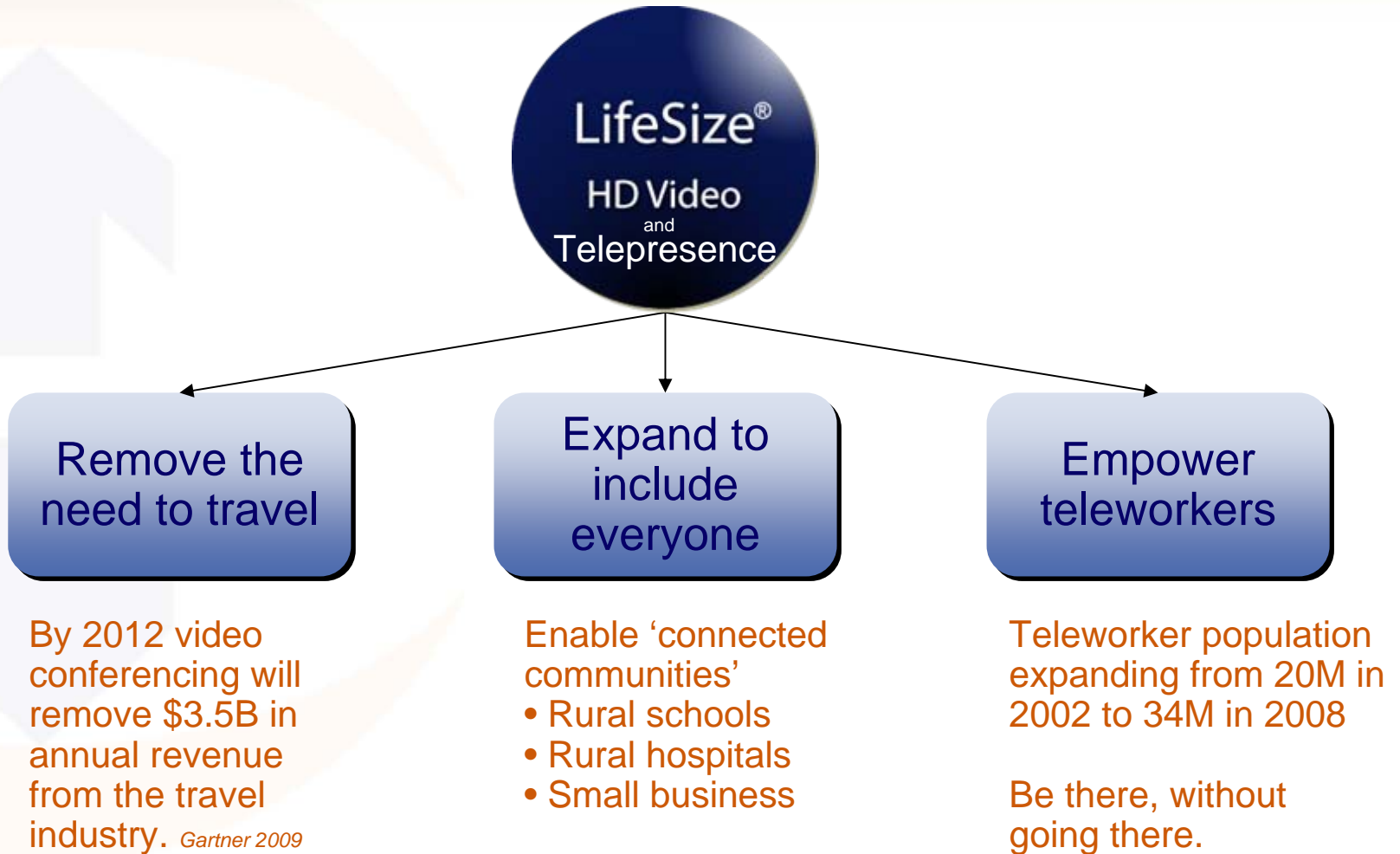## Video Communications: The green communication technology; Broadband the enabler

LifeSize®

Video Communications and Telepresence

- **Video Communications has come of age**
  - → High Definition – the game changer
    - Immersive, natural interaction: technology is transparent
  - → Network ubiquity; broadband accessibility
    - HD video under 1Mbps
  - → Dramatically improved price performance
    - HD video under $5,000 ... and continuing to improve

- **Video Communications vs Telepresence**
  - → Telepresence is simply HD video communications optimized by the surrounding environment

LifeSize®

Video Communications Driving Change
Anytime, anywhere collaboration

LifeSize®

HD Video
and
Telepresence

Remove the need to travel

Expand to include everyone

Empower teleworkers

By 2012 video conferencing will remove $3.5B in annual revenue from the travel industry. *Gartner 2009*

Enable 'connected communities'
• Rural schools
• Rural hospitals
• Small business

Teleworker population expanding from 20M in 2002 to 34M in 2008

Be there, without going there.

Save money, time and the environment

LifeSize®

Large Enterprise to Small Business: Companies are going green today

- BT has eliminated more than 860,000 face-to-face meetings and saved at least 97,000 tons of CO_2

- Vanguard Truck Lines saved over 135,000 lbs of CO_2 in 1 year by reducing travel for just 3 executives

- National Geographic in 6 months saved over 48,000 lbs of CO_2 in 1 office alone

"Being green is more important to us than money or travel savings…and HD video is a green technology."