Connecting Globally via TelePresence

David Hsieh

VP, Marketing

Emerging Technologies, Video and Sports

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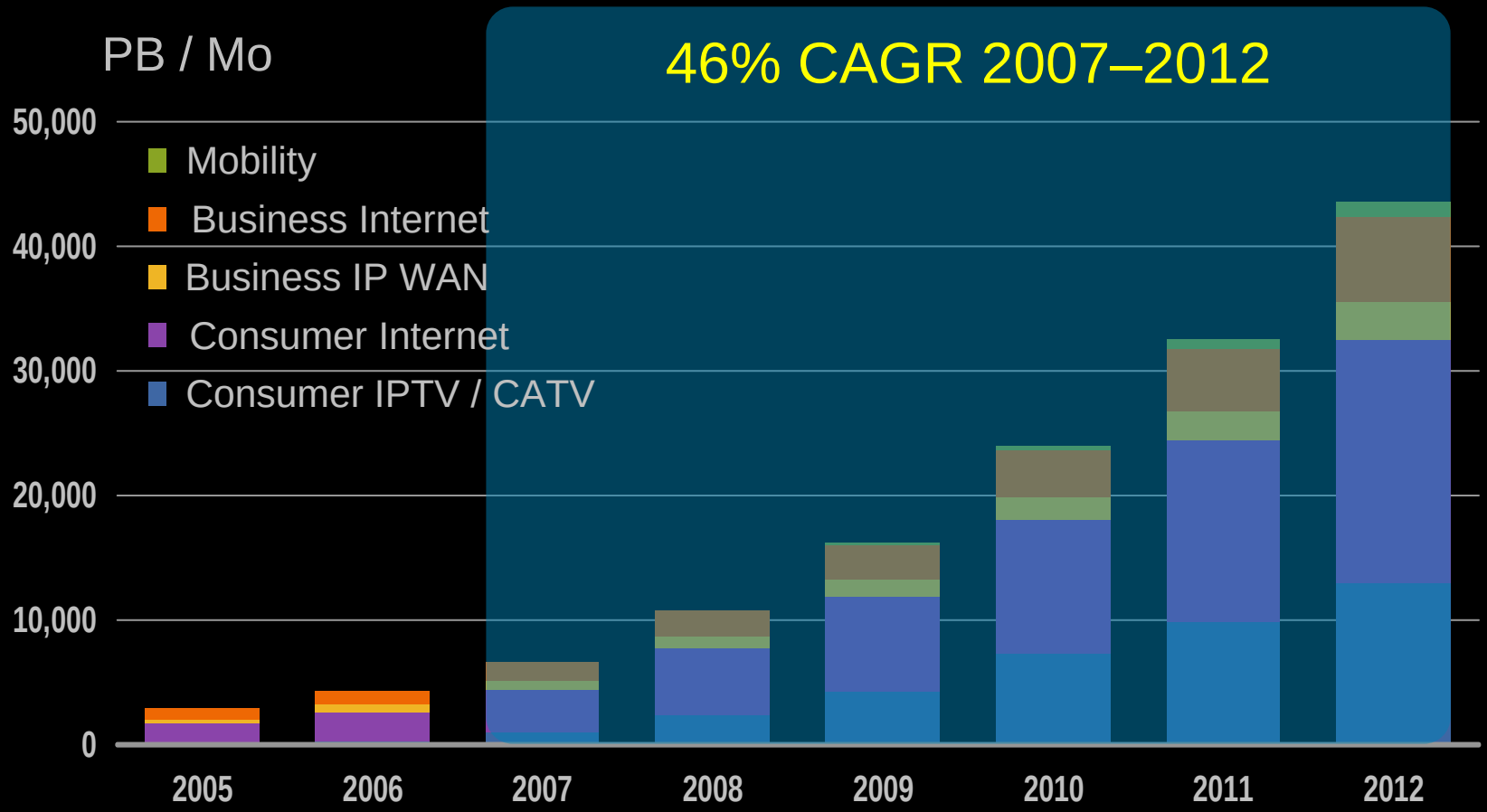
Global IP Traffic Growth

IP Traffic Will Increase 6X from 2007 to 2012
In 2012, Half a Zettabyte Will Cross the Global Network



Source: Cisco Visual Networking Index – Forecast, 2007-2012

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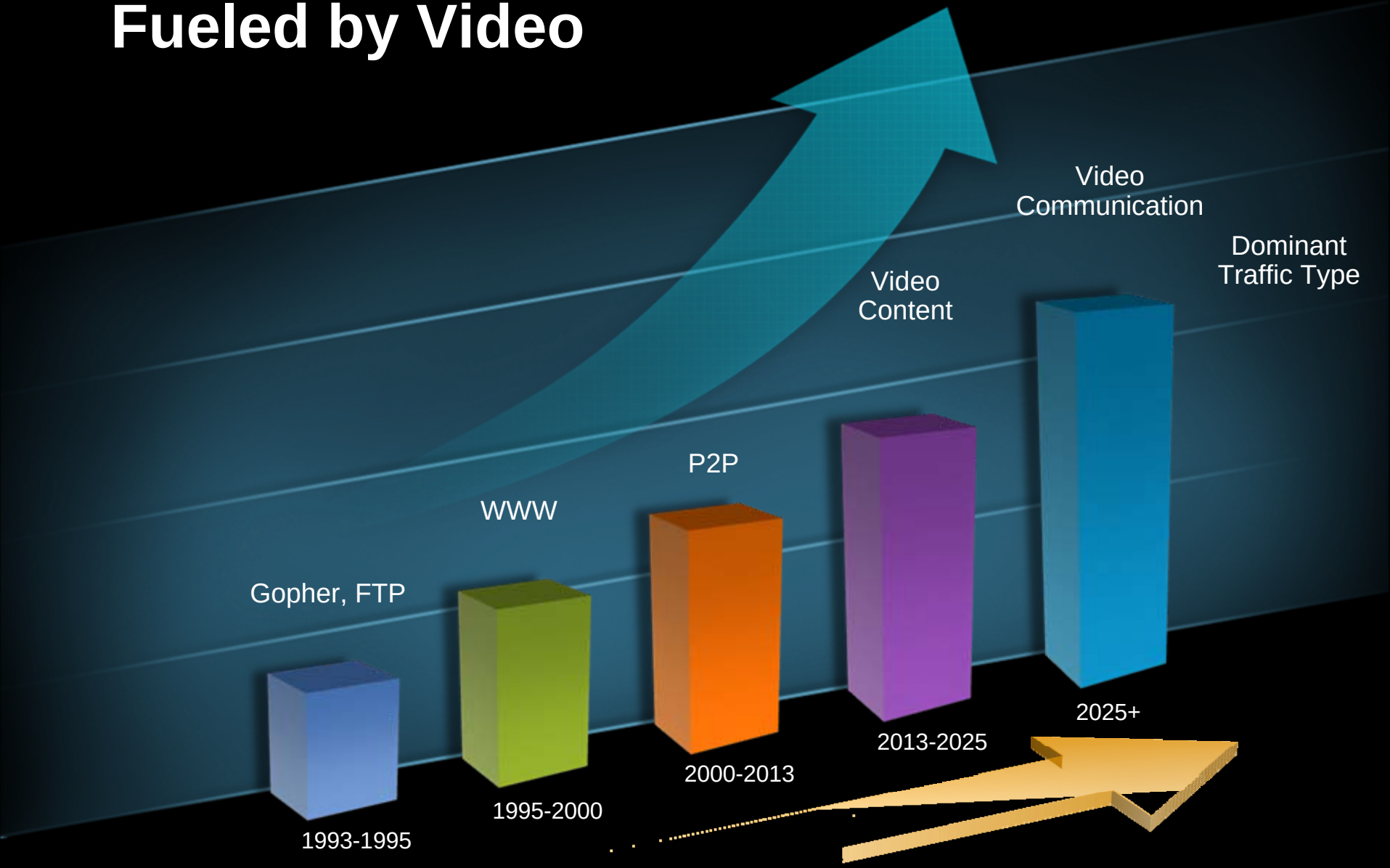
Dramatic Traffic Growth Fueled by Video



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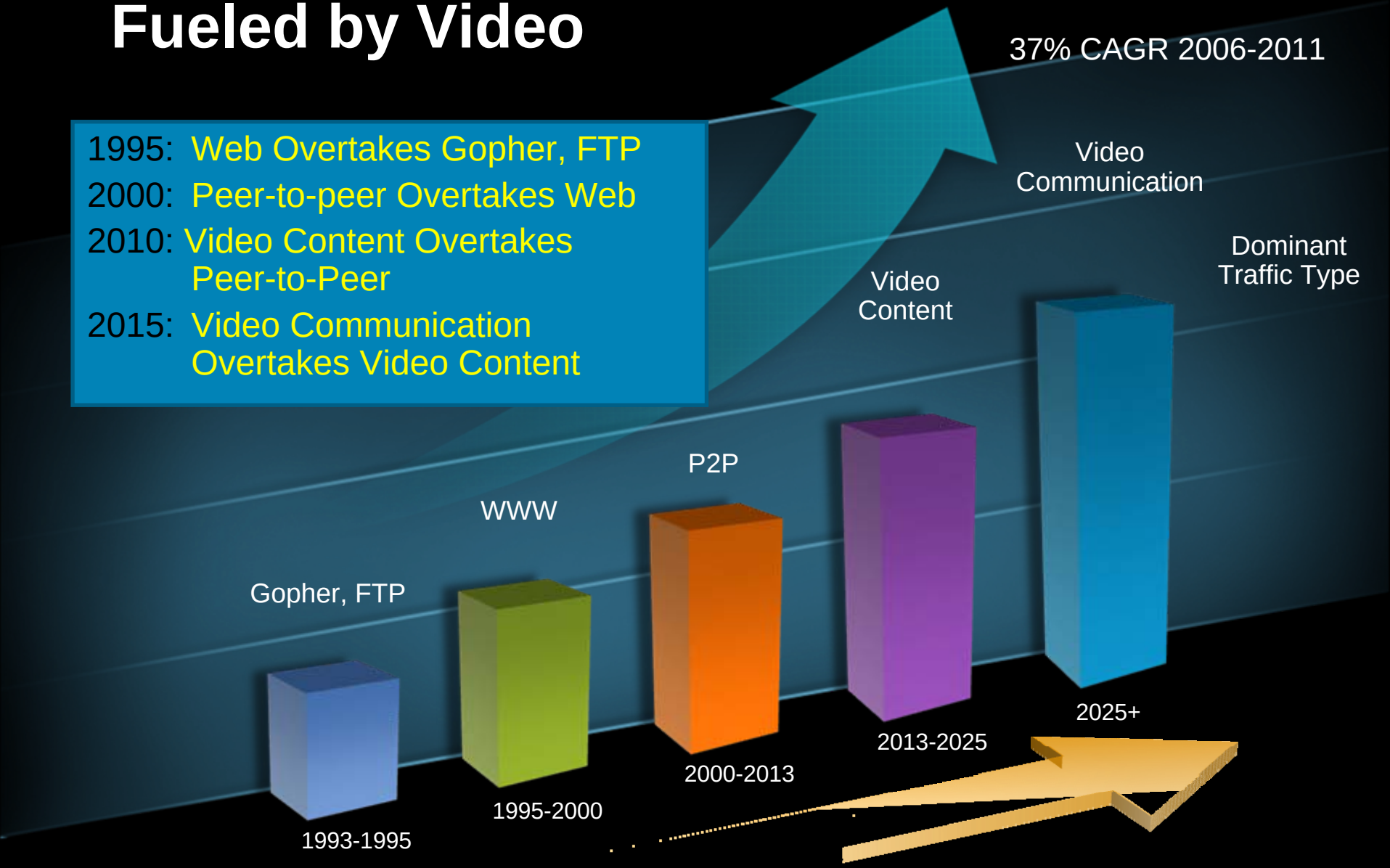
Dramatic Traffic Growth Fueled by Video

1995: Web Overtakes Gopher, FTP
2000: Peer-to-peer Overtakes Web
2010: Video Content Overtakes Peer-to-Peer
2015: Video Communication Overtakes Video Content



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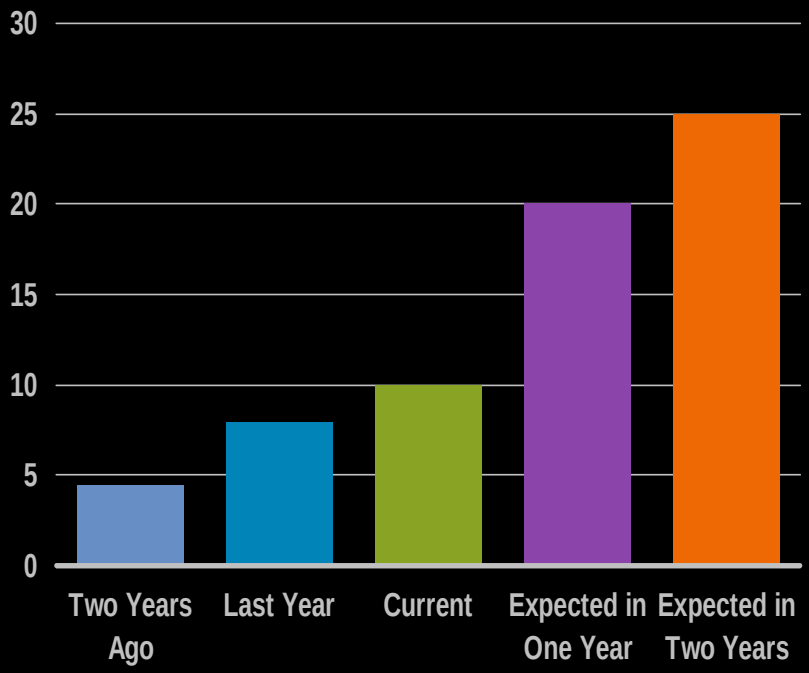
Business Video Network Traffic Trends*

- Video has doubled from two years ago and is expected to double again one year from now
- Education sector has the highest current percentage of video traffic
- Manufacturing expects the sharpest increase over the next two years

Median Percent of Total Network Traffic That Is Video



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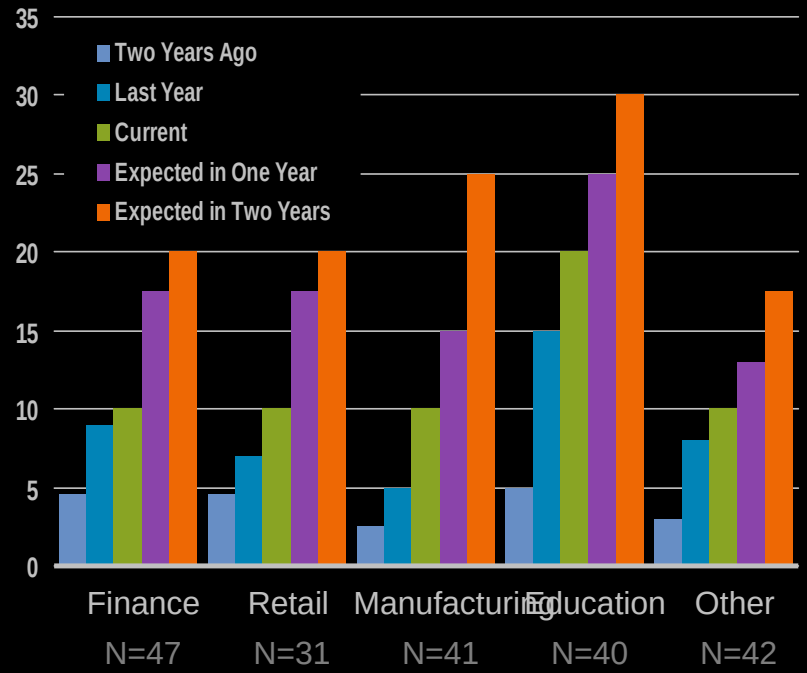
Median Percent of Total Network Traffic That Is Video by Industry



*Business Video Study, Cisco Systems, November 2008

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Cisco TelePresence

Redefining How People Communicate

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Cisco TelePresence

Redefining How People Communicate

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What is TelePresence?

- Face to face, immersive interaction
- “Just like being there”
- Full HD , 1080p
- Easy to use, like dialing the phone

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Cisco TelePresence Endpoints

Expanding User Experiences

CTS 500
1–2 Seats

- Flexible use
- Private office
- Tele-commuter

CTS 1000
2 Seats

- High immersion
- Flexible deployment

CTS 1300
Multipurpose Room

- One screen
- High immersion
- Rapid deployment

CTS 3000
6 Seats

- High immersion
- Transforms business process

CTS 3200
18 Seats

- Transforming governance processes
- Distanced learning

Personal

Multipurpose

Group/Team

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TelePresence in Rural Communities

- Tele-commuting
- Conduct business globally: customers, partners, suppliers
- Access to global expertise
- Consumer-to-Business Services
- Remote Education
- Social communication

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