



Vidyo®

Personal Telepresence

VidyoCampus™ for Higher Education
Unifying the Collaboration Environment

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Is Your University Maximizing its Collaboration Potential?

Collaboration. It's what happens when you bring people together with a common purpose. Relationships are built, knowledge and ideas are exchanged, learning takes place, problems get solved, and innovation blossoms. That's why successful Universities seek to maximize collaboration opportunities for the diverse members of their community, both on and off campus. Unfortunately, the members of your collaboration community use a variety of tools such as MSN, Skype, Google, and iChat which don't interoperate with each other. This presents a barrier to collaboration. The VidyoCampus™ Program was designed to provide a unified, high definition, multi-platform, desktop video conferencing environment specifically geared toward facilitating real-time, face-to-face collaboration from anywhere, to anywhere, without costly QoS enhanced networks, and even over the public Internet. Best of all, it is priced to enable ubiquitous access for all members of the University's collaboration community.

Collaboration Community

- University Faculty & Staff
- Students
- Researchers
- Student Families
- Financial Supporters

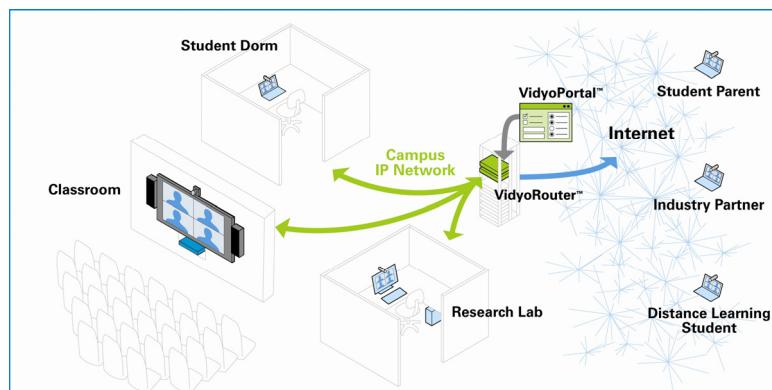
VidyoCampus Overview

- Annual site license for all members of the University Collaboration Community, with guest access for those without user accounts
- Industry leading, low latency, HD video conferencing to the desktop for natural visual communication experiences
- VidyoDesktop client for Windows and Mac (Linux coming soon!)
- Management done by user-friendly, web-based VidyoPortal
- VidyoRouter is obsolescence proof, with software-based ports running on an x86 platform
- Scalable to tens of thousands of users
- Leverages existing general purpose IP networks including the Internet without any special QoS
- Reservationless, ubiquitous access for all account users

The VidyoCampus Program

The VidyoCampus Program makes it easy and affordable for universities to deploy high definition (HD) VidyoConferencing™ to every desktop in the University's collaboration community. The solution consists of:

- VidyoDesktop™ software client for Mac or Windows (with Linux coming soon)
- VidyoPortal™ is an Intel x86-based appliance that provides web-based management services
- VidyoRouter™ is an Intel x86-based appliance that provides the software-based multi-point ports, call processing and routing functionality.



Also available are the optional VidyoRoom™ systems as well as the VidyoGateway™ which enables connectivity between the VidyoConferencing system and legacy H.323 or SIP end points.

Collaboration Opportunities via VidyoConferencing

There are lots of applications for the VidyoConferencing solution in Universities. Some will enhance the learning environment, others will improve the University's bottom line, but all will enable people who are core to the University's success to remain connected.

Distance Learning

Expand the reach of your university by bringing the classroom via Vidyo to students and professionals who want the benefits of real-time participation and interaction of a classroom learning environment, but can't make it to the physical location during scheduled meeting times. In addition to providing a valuable service to these students, the University benefits from being able to maximize its investment in faculty by being able to support a larger number of students per class. Office hours will no longer bind faculty members to a physical office and student access to instructional assistance will improve as faculty members begin to use their virtual Vidyo room to meet with students from anywhere that has a broadband Internet connection.

Research Collaboration

With VidyoConferencing, time and geography no longer limit who your researchers can collaborate with. Frequent face-to-face consultation with industry partner subject matter experts, remote experiment observation, and real-time sharing of results and ideas with researchers at other universities are all made possible by the solution's flexibility to invite 'guests' into conferences. As a result, time to innovation and discovery is decreased and more robust outcomes are feasible.

Administrative Efficiency

In person meetings across campus costs people valuable time, and if people have to travel from a satellite campus there are additional costs involved. With VidyoConferencing, you can minimize lost time by enabling human resources to join meetings right from their desks or home offices. In addition to transient time savings and carbon footprint reduction, you gain the flexibility to easily have people join meetings only for the parts where they have input or benefit from participating, rather than sit through portions that have little or no value to them.

Improved Student Body Collaboration

From real-time online study groups and trans-global project teams, to social networking and student body activities, the VidyoCampus program enables ubiquitous deployment so planned or ad-hoc meetings between students are easy, and collaboration between students, whether in dorms or off-campus, can occur on their schedules.

Better Connectivity with External Benefactors

Whether it's connecting students with their parents or keeping the university President in touch with key financial supporters, relationships flourish and bonds remain strong when people are able to see one another when they communicate. Vidyo's share feature makes it easy to show a benefactor rendered plans for a new building, or to share a picture of the new girl friend with mom.

Why Should I Choose Vidyo?

When considering which video conferencing solution will best meet your university's collaboration needs, the key factors include cost per user, scalability, accessibility, investment protection, latency and multi-point performance.

Vidyo vs. MCU-Based Legacy Solutions

	VidyoCampus	Legacy MCU-based
Average Cost per User	\$8	\$280
Scalability	Tens of Thousands <ul style="list-style-type: none">Flexible Software-based portsUp to 100 simultaneous HD multi-point ports per low cost VidyoRouter	Limited <ul style="list-style-type: none">Fixed Hardware-based portsUp to 40 simultaneous HD multi-point ports per high cost MCU
Accessibility	Ubiquitous <ul style="list-style-type: none">Designed for high performance over public Internet	Limited <ul style="list-style-type: none">Requires QoS enhanced networks for acceptable performance
Investment Protection	Standard x86 Hardware <ul style="list-style-type: none">Remotely Software upgradeable	DSP-based Hardware <ul style="list-style-type: none">Hardware replacement upgrades
Latency	Comparable to Wire-line Phone Service <ul style="list-style-type: none">Natural Interaction with as low as 180ms of latency	Comparable to Satellite-Routed Call <ul style="list-style-type: none">Unnatural Interaction - Latency in excess of 400 ms
Multi-point Performance	HD at All End-points <ul style="list-style-type: none">Clean, non-transcoded video qualityEncode up to 720p30Decode up to 1080p30	Mix of SD and HD end-points <ul style="list-style-type: none">Degraded video quality due to transcodingMax encode/ decode on HD endpoints – 720p30

Vidyo's ability to deliver remarkable multi-point performance over the public Internet from standard Macs and PCs, utilizing software-enabled ports on its VidyoRouter, uniquely positions VidyoConferencing to easily scale, servicing thousands of collaborators for a fraction of the cost of an MCU-based solution. Legacy MCU-based solutions do not scale well since they are hardware limited, require costly QoS enhanced lines to achieve mediocre performance, and are heavily laden with up front equipment expense. Additionally, since they are DSP-based hardware platforms, legacy MCU-based systems are prone to obsolescence and have to be replaced to implement significant new features. Even over QoS enhanced IP networks, which make widespread desktop deployment unrealistic, the transcoding MCU-based H.264/AVC system still underperforms Vidyo's H.264 Scalable Video Coding (SVC) solution since transcoding degrades video quality and adds latency to the video stream, resulting in unnatural communication experiences. Vidyo's solution avoids transcoding by handling encode/decode at the endpoints and delivers rate-matching through simple routing decisions of the encoded packets.

Both Vidyo and legacy MCU-based systems will create greater bandwidth demand wherever the VidyoRouter or MCU are located. However, with the Vidyo architecture, the VidyoRouters may be strategically placed in dispersed hosting facilities where bandwidth may be grown on demand to help minimize or eliminate the impact of growth in video traffic on your University's IP network.

VidyoCampus Program Details

The VidyoCampus program simplifies buying a VidyoConferencing system for large scale university deployments by offering a single site license that represents a bundle of VidyoRouter appliances, VidyoRouter multipoint conferencing port software licenses, VidyoPortal seat software licenses, and VidyoDesktop client downloads. VidyoCampus site licenses are priced to be affordable in any school's budget and are tiered by the total number of students enrolled at the university. If the system needs to be expanded beyond the VidyoCampus site license, additional components may be purchased as needed. Want to add room systems? All VidyoRoom systems are HD and start at just \$1,995. Since the ports are included with the site license, adding rooms has never been easier, or so affordable!

VidyoCampus Sizing Made EASY

1. Tell us how many students your university has enrolled
2. We choose a low cost package matched to your student body size
3. License includes all infrastructure hardware and software licenses needed to enable 200 hours of group collaboration and 400 hours of one-on-one discussions per user per year.

Conclusion

The better a university's community collaborates, the more value it brings to its students, researchers, industry partners, benefactors, and staff. VidyoCampus makes unified access to user friendly, multi-point, HD desktop video conferencing available to everyone in your university's community via the public Internet and general purpose IP networks – all in one simple package that you can afford. Anytime, anywhere, any network, for everyone. Telepresence quality with webconferencing convenience. That's Personal Telepresence. That's Vidyo!

For more information: www.vidyo.com/1.866.99.VIDYO