

Enabling Seamless Unified Communications

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10th July 2008

TANDBERG

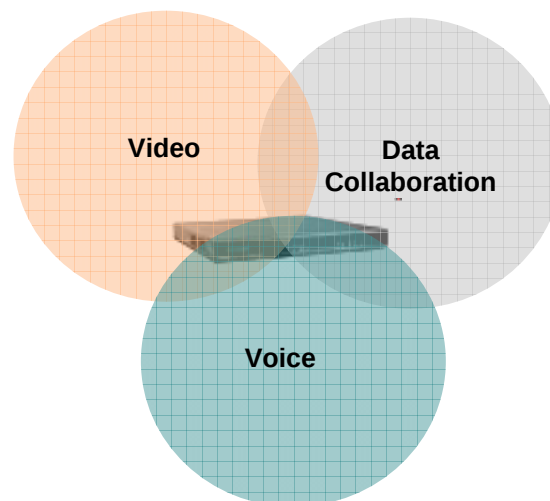
See: **productivity**

See: **passion**

See: **performance**

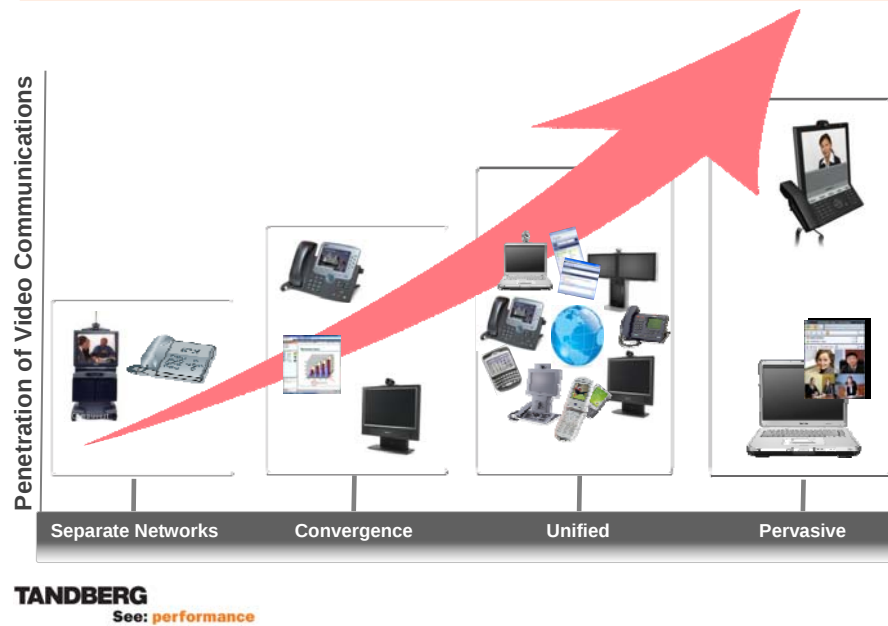
TANDBERG UC Strategy

It is about more than just convergence
It involves more than just a single vendor

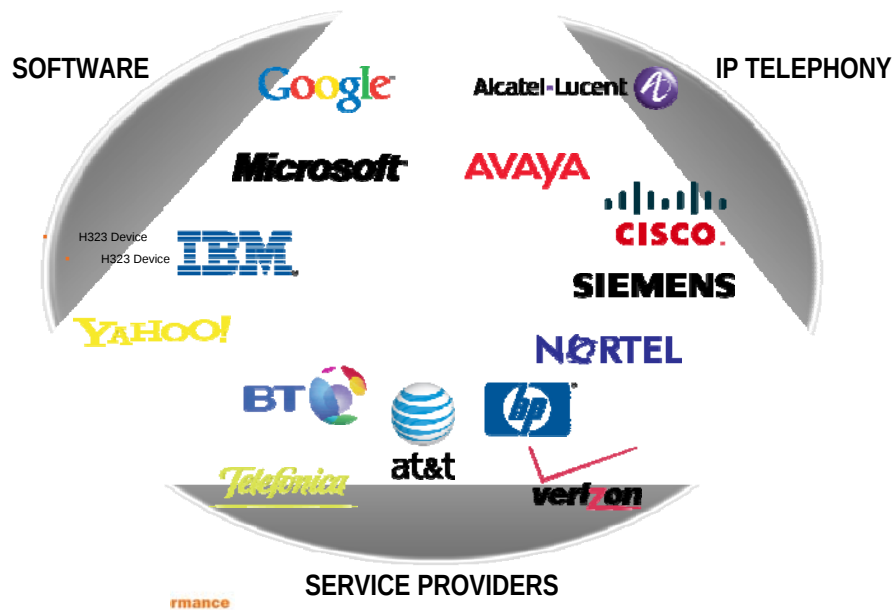


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The Importance of UC - Video Proliferation



Understanding UC Offerings



Who offers a complete UC solution?

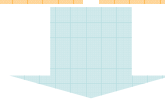
There is no single answer

Software vendors

- Directories
- Email
- Presence and IM
- Software based voice/video
- Collaboration software

IP Telephony Vendors

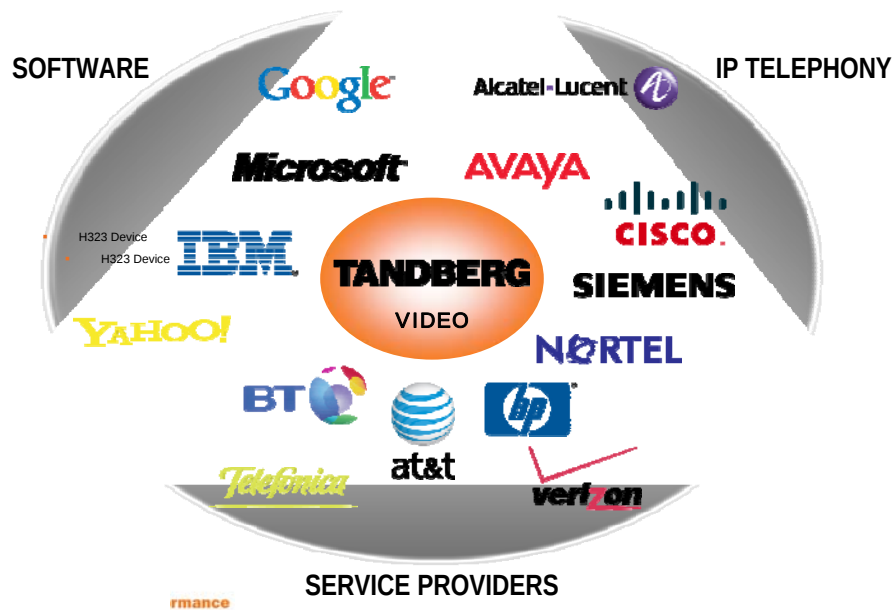
- Telephones
- Voicemail
- Presence and IM
- Software based voice/video
- Collaboration software



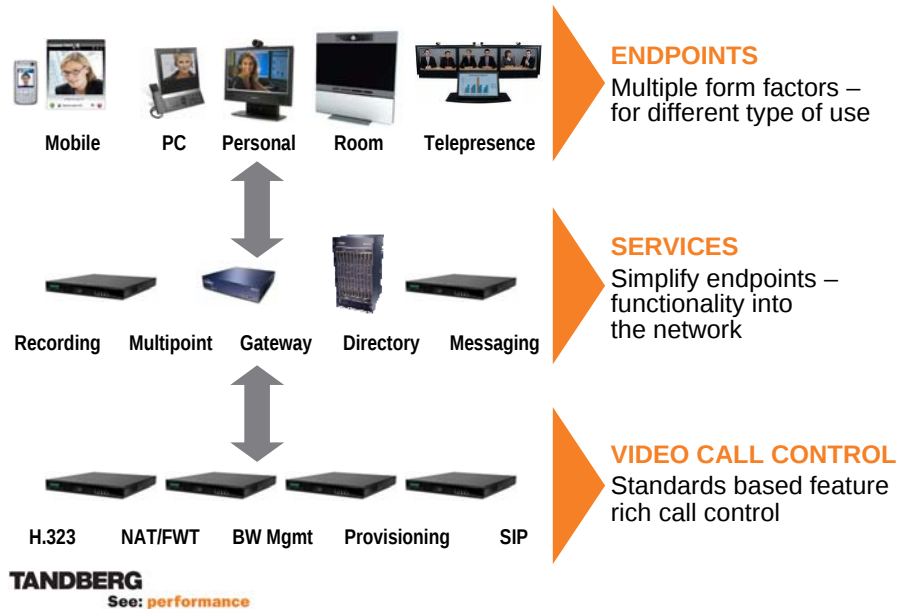
What's missing?

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Understanding UC Offerings

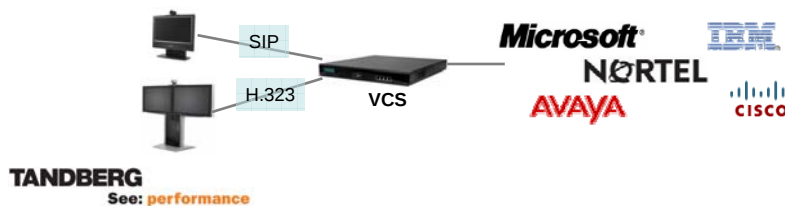


Why TANDBERG



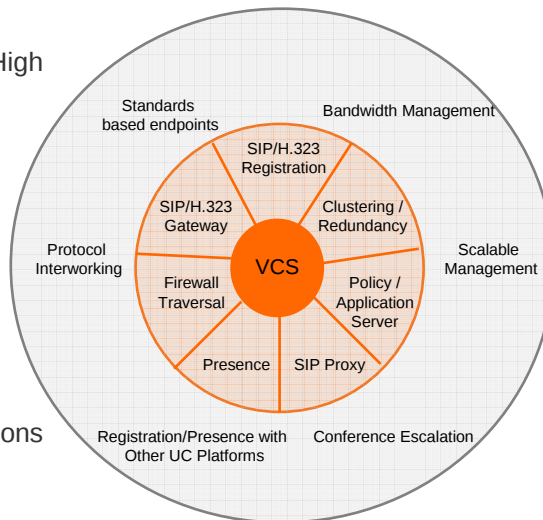
TANDBERG VCS – Changing the Game

- VCS is standards based
 - Open interfaces and protocols, easily extensible
- Open for other vendors
 - No licensing of extensions needed
- VCS Enables Interworking
 - Protocol Interworking – i.e. SIP to H.323
 - UC Interworking
 - TANDBERG to UC partners
 - 3rd party devices to UC partners
 - UC partner to UC Partner



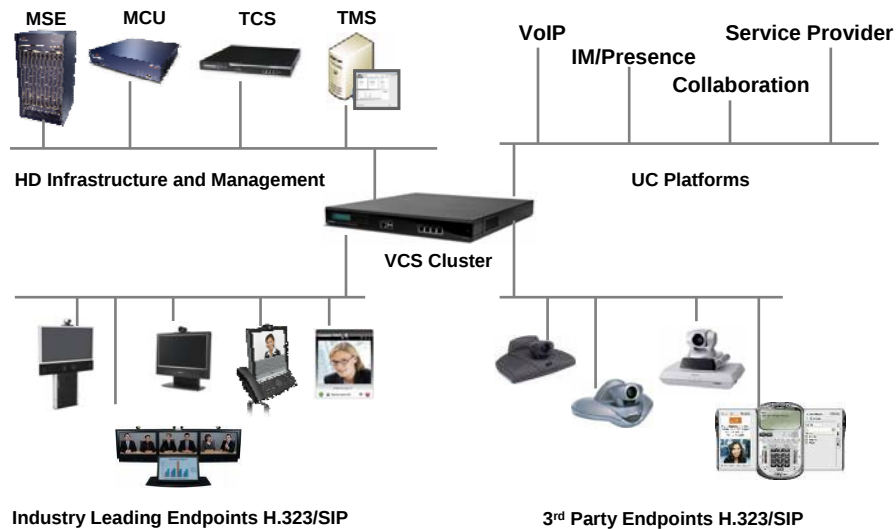
TANDBERG UC – VCS Enables Applications

- Mass Deployment and High Availability
- Mobility through Telepresence
- One True Identity
- Common Dial Plans
- Adhoc Conferencing
- Real Time Communications from Anywhere



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TANDBERG UC Solution – VCS is the Core



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Example of UC

Microsoft®

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How does it all tie together – Two Scenarios

1 Direct registration

Endpoints, MCUs register
directly with OCS

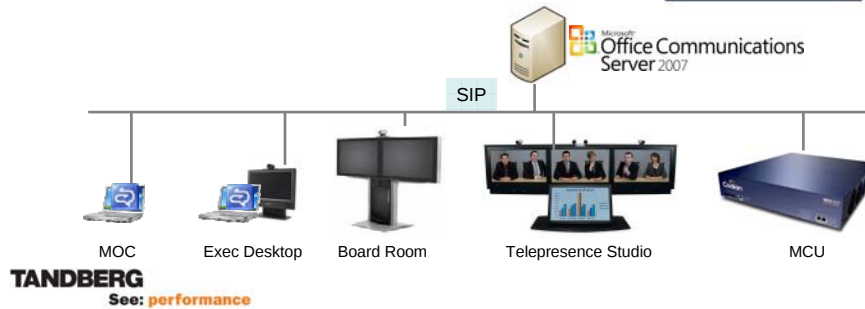
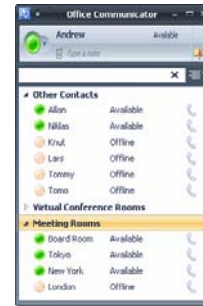
2 Advanced Gateway

Endpoints register with VCS
VCS registers with OCS
on behalf of endpoints

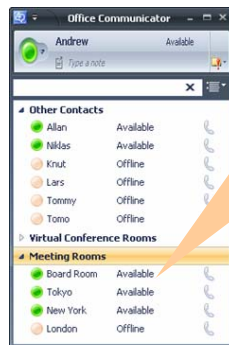
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Scenario 1: Direct Registration

- Simple to deploy
 - Get started with TANDBERG endpoints
 - Add the TANDBERG MCU
- Limited protocol interoperability (SIP to H.323)
 - Dual registration is required
 - Mixed protocol calls are bridged
- User Experience
 - From PC – endpoints and MCU appear in the contact list, click to call

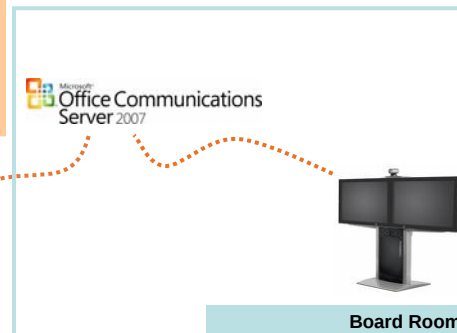
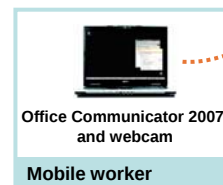


Scenario 1 – Mobile user, calling to a room system



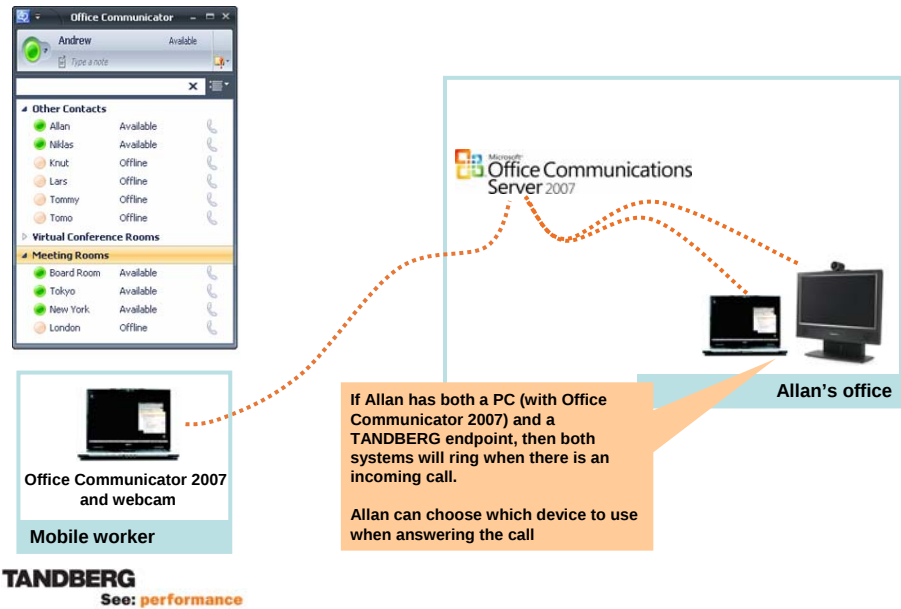
Contact-list in Office Communicator 2007 shows presence status of Board Room system

Click contact to launch video call from PC to the Board Room

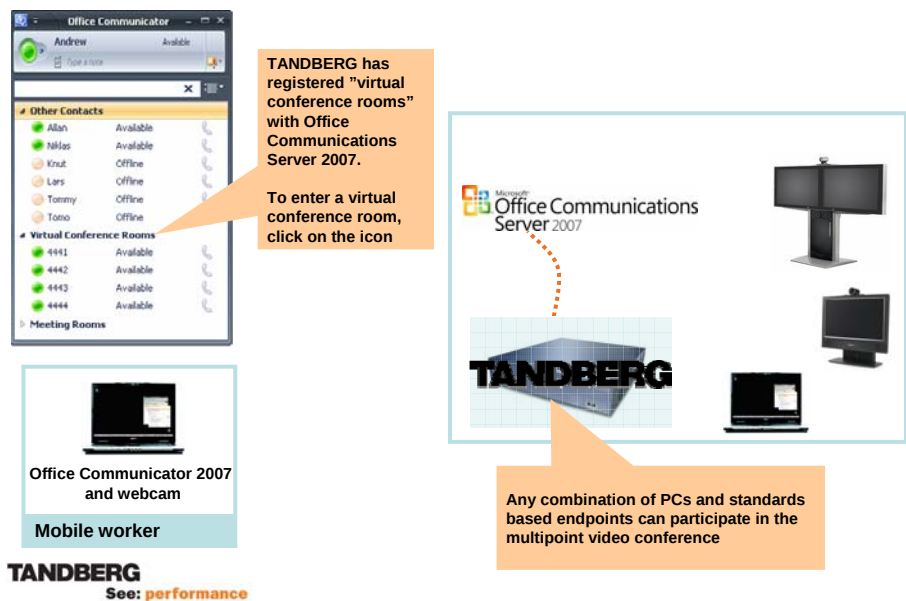


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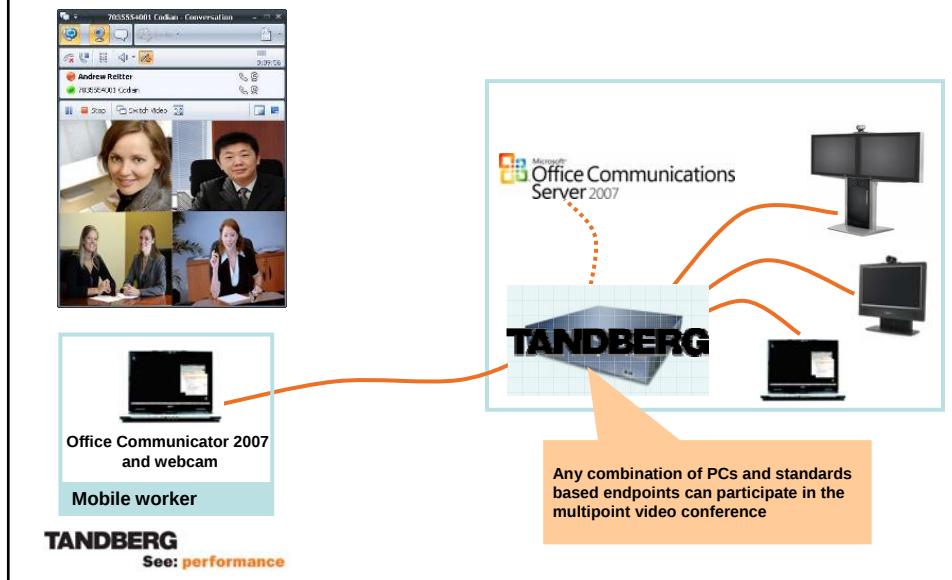
Scenario 2 – Mobile user, calling to a personal system



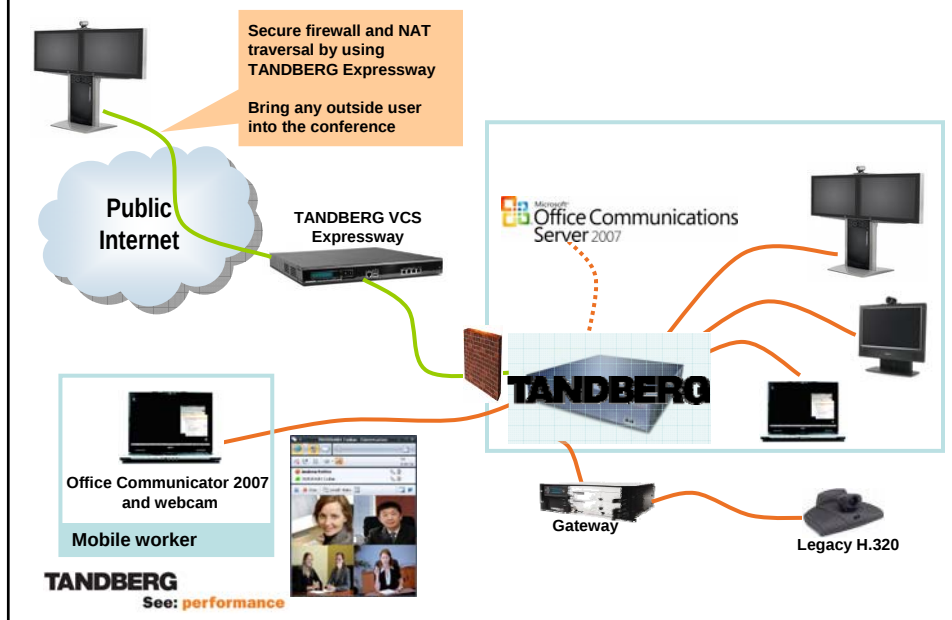
Scenario 3 – Multipoint Conferencing



Scenario 3 – Multipoint Conferencing



Scenario 4 – Connecting with customers and partners



How does it all tie together – Two Scenarios

Direct registration

Endpoints, MCUs register directly with OCS

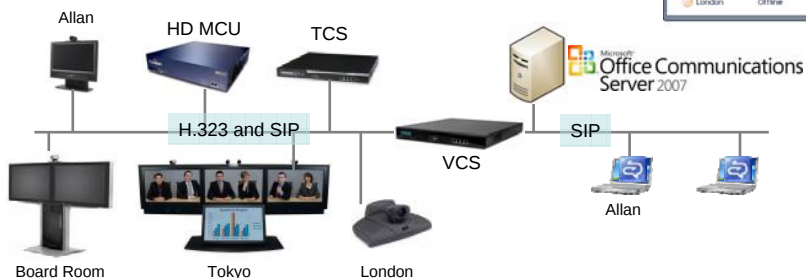
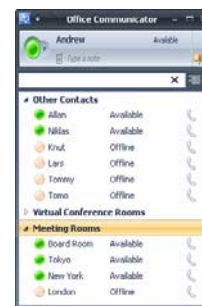
Advanced Gateway

Endpoints register with VCS
VCS registers with OCS on behalf of endpoints

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Scenario 2: Advanced Gateway (In the Future)

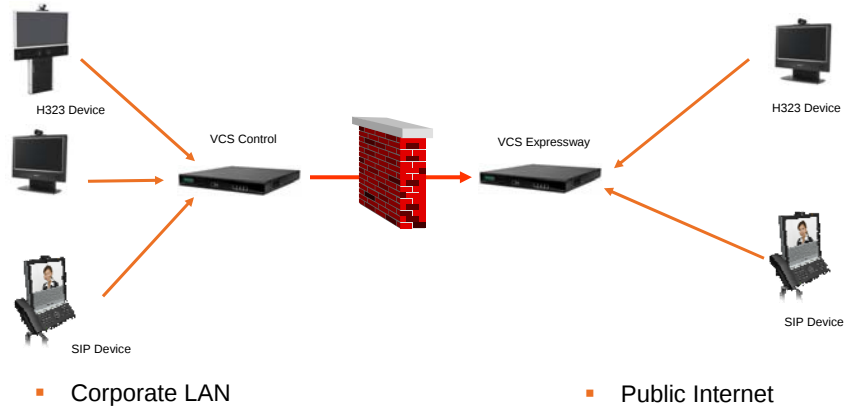
- More Flexible Deployment Option
 - Supports H.323 and SIP devices natively with OCS
 - All VCS registered devices can appear as contacts in the contact list (MPOP still supported)
 - Enables 3rd party devices
- Seamless Protocol Interoperability
 - Direct calling from MOC (SIP) to H.323/H.320
- Consistent User Experience



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Letting the outside in – Firewall Traversal

- VCS Expressway delivers
 - H.460.18/19 Standards based traversal.
 - Assent for SIP and H323, STUN and ICE to be implemented for SIP



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Thank you

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See: **passion**

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