

THINKING VISUAL CONFERENCEING



Telepresence and Videoconferencing Solutions from the Cloud



ThinkingVisual™ point-to-point and multi-point conferencing solutions from Thinking Phone Networks provide “almost like being there” telepresence video and audio services from the cloud.

With enterprises becoming more distributed and the environmental impact and costs of travel of increasing concern, ThinkingVisual telepresence solutions offer real and immediate ROI. And because ThinkVisual services are hosted and fully integrated with the ThinkingSuite unified communications ecosystem, large upfront capital investments typical of on premise video conferencing systems are eliminated.

ThinkingVisual is an ultra-high-definition, IP-based immersive video conferencing experience that transcends the often technically complex, hard-to-use, and unreliable first generation video systems. When used effectively, ThinkingVisual telepresence can have a dramatic impact on how people conduct business, greatly enhance overall productivity, lower miscommunication among knowledge workers in different locales, and reduce both the business costs and carbon footprint associated with employee travel. In short, all the benefits of a physical meeting at a fraction of the per meeting cost.

Thinking Phone Networks’ telepresence solutions allow organizations to have close contact with their remote offices and facilities, monitor the development of new products, train personnel, interview prospective employees, and manage business from anywhere. Telepresence meetings allow more face-to-face communication and provide a significant and highly cost-effective way to enhance relationships with colleagues and customers by strengthening bonds between personal visits, telephone calls, email, and instant messages. The results: Better collaboration. Speedier decision-making. Faster and less expensive product and service time to market. Increased competitiveness.

ThinkingVisual telepresence solutions from Thinking Phone Networks come in a variety of configurations to match specific meeting requirements and include auditorium systems for large groups, full room implementations that allow distributed teams to collaborate, and desktop systems for one-to-one work between colleagues.

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Auditorium systems – Auditorium room systems combine life size and near life size images, CD quality audio, and a specially designed environment to give meeting participants the feeling of being in the same room as users in remote locations. Appropriate for board and “all hands” employee meetings, these telepresence solutions can be used when subtle, non-verbal communication is essential. With auditorium telepresence solutions, users experience:

- **High definition, 1080p or 720p video images on large plasma screens**
- **Optimized acoustics provided by natural, multi channel, full duplex spatial audio technology**
- **Optimized lighting and acoustics**
- **An enclosed dedicated conference space with specialized furniture**

Room systems – ThinkingVisual room telepresence solutions deliver high definition visual communications experiences to conference rooms, classrooms, or other meeting spaces. Easy to setup and use, ThinkingVisual room systems are ideal for distributed work teams and include powerful collaboration capabilities including PC data and information sharing to allow participants to review, edit and approve work products from anywhere.

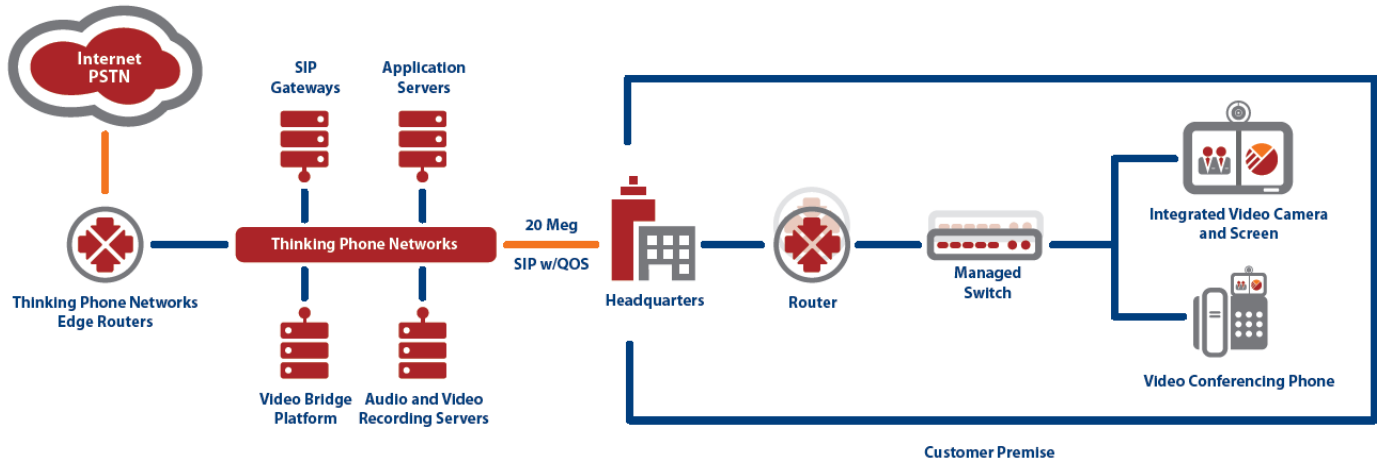
Desktop systems – Easy-to-use personal telepresence solutions that extend the benefits of auditorium and room telepresence systems to the executive desktop. Ideal for one-on-one working sessions that allow participants to work face-to-face and share applications.



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HOW IT WORKS

ThinkingVisual telepresence solutions allow enterprises to implement high definition video services from the cloud via the ThinkingSuite unified communications ecosystem, eliminating the large capital investments required of costly on-premise systems.

ThinkingVisual services are delivered via Thinking Phone Networks' innovative multi-data center-based architecture. Built from the ground up, this geographically load-balanced "mesh" assures 99.999% network uptime and business continuity with no single point of failure.

In the Thinking Phone Networks model, telepresence application servers, video bridging servers, and audio and video recording servers all reside in our managed cloud. We employ Quality of Service (QoS) engineering at each network segment between the managed cloud infrastructure and customer premise to guarantee that real-time communications traffic such as ultra-high quality point-to-point and multi-point video and voice traffic gets priority over other types of data traffic. At the customer site, we provide all of the components necessary to achieve a truly immersive experience in an auditorium setting, a meeting room, or at the desktop.