

a **vision**
for the
Mobile enterprise

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Empowered User	Real-time Information	Borderless Enterprise
<ul style="list-style-type: none"> Grassroots innovation Personalization Consumer within 	<ul style="list-style-type: none"> Virtual, secure, integrated Architecture of participation 	<ul style="list-style-type: none"> Agile business Anytime, anywhere Interconnected business models Global talent

Collaboration	Virtual	Innovation	Analysis	
Mobility	Unified Communications	ITaaS	Data Center	Video
The Network As the Platform				

Cisco TelePresence

Redefining How People Communicate

Cisco TelePresence—Launched Oct 2006

Redefining How People Communicate

A New and Innovative Philosophy: The Cisco TelePresence Meeting


The Problem	Rules of Cisco TelePresence	Cisco Built From the Ground up
<ul style="list-style-type: none"> More than 60% of communication is non-verbal* Current collaborative technology doesn't allow clarity, interaction of face-to-face Scalability, productivity trade-off 	<ul style="list-style-type: none"> Experience the meeting, not the technology Life size and high-resolution to discern body language Guarantee everyone a seat at the table 	<ul style="list-style-type: none"> It's about the experience 25 patents: video, audio, network integration, user experience Innovative and fully integrated system Complete service offering
Displays	Microphones	Environmentals
Camera	Codec	Furniture

* Peern Kandola -The Psychology of Effective Business Communications in Geographically Dispersed Teams 2006

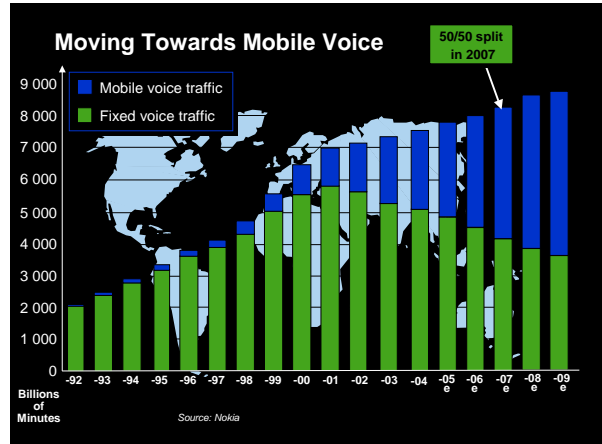
Cisco on Cisco TelePresence Deployment Overview

Change the way we Work, Live, Play and Learn

- 214 Cisco TelePresence in major cities globally
- US/Canada: 86 CTS 3000, 50 CTS 1000, 1 CTS 3200
- APAC: 20 CTS 3000, 7 CTS 1000
- Japan: 4 CTS 3000, 2 CTS 1000
- Europe: 24 CTS 3000, 13 CTS 1000
- Emerging: 6 CTS 3000
- Overall average utilization: 45% -49% in the past four weeks
- 100K TelePresence meetings scheduled to date. (Weekly average utilization in the past 30 days is 2,700+ meetings)
- 130K hours (average meeting is 1.25 hrs)
- 12K+ meetings with customers to discuss Cisco Technology over TelePresence
- 16K+ meetings avoided travel
- Conservative estimate of cost savings: -\$71M to -\$140M to date
- Cubic meters of emissions saved: 19 million
- Equal to 8,000+ cars off the road



Updated May 2008



Dual Mode Technology

- Works across variety of popular handsets
 - Preserves user flexibility & choice
- Integrated
 - Augments native phone apps & functionality
- Intuitive, menu-driven User Interface
 - Dashboard approach to managing calls & messages
 - Provides consistent approach across different handsets
 - Minimizes keystrokes & typing
- Secure
 - Securely download user contacts
 - Authentication & encryption protects corporate resources
 - Remote disablement in case handset is lost/stolen
- Over-the-air client provisioning
 - No data cables required to download client application to phone

