

AuDeo

Technology Meeting People

  
™ Virtual  
meetings

[www.audeo.co.uk](http://www.audeo.co.uk)

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# Desktop Video Conferencing

## Current Positioning

- The nirvana for Video Conference users & sellers alike has been to have a product/service that is as ad-hoc, easy to use, convenient as a using a telephone from your desk, all at a reasonable price. Reasonable being defined as much less costly than the alternative of travelling to meet one another.
- In recent months, advances have been made in this technology by reputable Video Conference vendors that now makes it viable for a cost effective service to be provided to SMEs as well as enterprises.



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## Which Path?

- There are currently two path choices to take for any company wishing to deploy Desktop Video Conferencing
  - **Customer owned** equipment & service
    - Typically deployed by Enterprises with existing vendor equipment installed operating over company controlled network
  - **Hosted service**
    - Typically for SMEs who may have some existing room system(s) investment and wish to expand VC usage to more staff members



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Customer owned equipment & service

- As an **Enterprise user** with existing equipment investment, there are a number of options open to you contingent upon the level of current investment and future plans. Typically this type of company may already have end points and infrastructure from one of the main vendors - Tandberg, Polycom, LifeSize, Sony, Radvison
- Such a deployment requires a **consultative** approach and a number of discussions to decide the right path.
- The objective in this scenario is to increase **usage and adoption** of VC across the enterprise and beyond
- **PLEASE CALL 01256 891700** to book an appointment with AuDeo's Technical Director, Ian Hancey.



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## Hosted Service

- AuDeo is planning to create a hosted Desktop Video Conference Service for the SME. This Service will provide:
  - Desktop Client Software
  - Multipoint Capability
  - High Definition resolution capability
  - Firewall Friendly
  - Interoperability with existing client hardware
- This Service will be charged on a monthly subscription basis with no capital expenditure
  - Exact cost is to be determined, but it is anticipated to be less than £100 per month\*

\*A return train ticket from London to Birmingham costs £82 min at peak times. Including taxis & food, this cost would exceed £100 and this is only for one journey.



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What are the choices?

- There will be effectively two subscription models:-
  - **Registered User Licensing**
    - A fixed monthly fee per registered license for unlimited use\*
    - No guest licenses required - communication available only to other registered users
  - **Concurrent User Licensing**
    - A fixed monthly fee per license
    - Unlimited clients (client software is free)
    - Guests facilitated provide concurrency is not exceeded

\*(subject to fair use policy)



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## Advantages of AuDeo Virtual Meetings

- Industry **Standards** Based
  - Will talk to any other standards based equipment
    - » Products like Skype are proprietary
- **Multipoint** capable with desktop sharing
- **High Definition** resolution
- **Full** screen
- Firewall **Friendly**
- **Sensible cost** - based on personal usage preferences



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What happens now?

- The service is being built, tested and prepared for launch in the summer of 2009. AuDeo is registering strong interest from clients who may wish to use this service. When ready, demonstrations to registered clients will take place, together with commercial discussions.
- To register your interest please visit:-  
[www.audeo.co.uk](http://www.audeo.co.uk) OR CALL 01256 891700



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