

▶ Video Conferencing - Fact vs. Myth

Video Conferencing uses too much bandwidth

MYTH – Video calls are often placed at a variety of bandwidths based on unique requirements (e.g. executive staff meeting, customer conference, weekly project session, etc.) Polycom high resolution video conferencing solutions provide exceptional video, audio and content quality at any bandwidth especially communications over the Internet and at low bandwidths.



Video Conferencing is only for boardroom meetings – it's too much for my requirements

MYTH – From YouTube to video iPods to HD broadcast television, the quality and ubiquity of visual communication is transforming the ways people learn, live, and work - and video conferencing is no exception. With the ability to interact live over video and across a desktop PC, conference room, lecture hall, immersive telepresence suite, and just about any environment in between, today's video conferencing solutions meet any application, budget or space requirement. And their power extends beyond the "talking head": by enabling people to share multimedia content – from presentations to full motion video – teams can collaborate, communicate, and make decisions using video tools more effectively than ever.

Systems from different vendors can't connect with each other

FACT and MYTH –

This answer is complicated by different approaches taken by some vendors, and whether or not they adhere to established standards. Most standards-based high definition video conferencing systems interoperate with one another and also support traditional, standards-based video conferencing systems. To sustain the long-term value of any video conferencing investment, buyers should look for solutions that utilize standards-based technologies (H.264 video, H.239 content sharing, AES encryption, etc.)

Video Conferencing is expensive.

MYTH – As quality has increased, the initial purchase and installation cost of video conferencing systems has continued to decrease. As a result, most organizations cost-justify the systems relatively easily, with a complete ROI within 6-24 months and sometimes paying for itself by replacing just one week long business or training trip. One reason for this is that high resolution video conferencing systems have much higher adoption rates than traditional technologies, resulting in greater cost savings and significantly faster ROI.

It is also important to consider other significant costs associated with travel, such as lost productivity and lost opportunity, the environmental costs of travel-related carbon emissions, and wear and tear on employees forced to be away from family and friends. Customers also realize significant benefits on their bottom line, including accelerated time to market for new products, more effective collaboration

among geographically dispersed teams, the ability to work more effectively in new markets, improved customer retention, and better employee work/life balance.

Video conferencing can only be done within my organization; I can't include customers and suppliers in my video conferences.

MYTH – Today's video conferencing solutions enable real-time collaboration across nearly any environment, from a WiFi-enabled coffee shop to a home office to a board room, enabling customers and partners to become part of your video ecosystem securely, easily, and affordably.

From any standards-based video conferencing system, teams and individuals can collaborate over video easier than ever, and with Polycom's unique content sharing options, participants joining via traditional audio are still able to share presentations, spreadsheets and other content. With high resolution video conferencing, meetings are more productive, costs are dramatically reduced, and decisions are faster and better informed.

Don't let these myths stop you from realizing the very real benefit of video conferencing in your organization.