



Product Brief

AT&T Telepresence Solution®

With the rapid spread of video devices and applications, businesses like yours often struggle with how to stay current and make the most of new collaboration solutions. You need the ability to change course quickly, collaborate globally, and streamline decision making. AT&T Telepresence Solution is a flexible high-definition videoconferencing service that gives you a highly secure, virtual face-to-face meeting experience. The AT&T cloud-based approach delivers operational excellence and ensures an effortless experience across a wide range of options from immersive, multi-purpose, to personal video conferencing solutions so you can pick the setup that best fits your meeting needs. With immersive rooms, you get high-definition video and spatial audio so you can collaborate with people working

at different locations and companies as if they were in the same room. Multi-purpose room arrangements adapt to a wide variety of room configurations and environments while still delivering an in-person type meeting experience. The smaller desktop or personal telepresence units can fit with your own space requirements and enable easy, convenient, on-demand access to face-to-face meetings.

Best in class organizations deploying video understand the potential for even greater value and return on investment they can get from business to business video collaboration. The AT&T Business Exchange lets your organization expand its video ecosystem and more easily meet with customers, suppliers and partners. The AT&T Business Exchange provides access

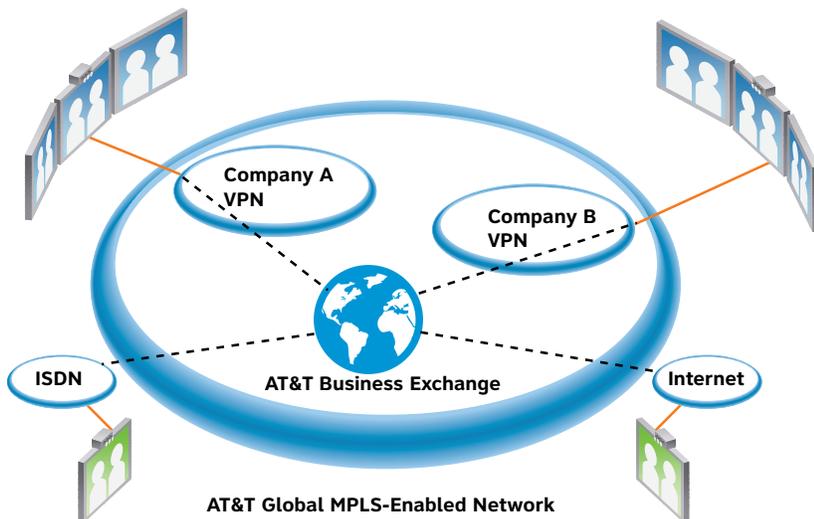
Potential Benefits

- Improve business relationships by collaborating across suppliers, partners, and employees
- Accelerate your decision-making and time to market
- Reduce up-front capital cost
- Avoid time, cost and carbon emissions associated with travel
- Use existing supported video equipment without investing in expensive bridging capability

Features

- AT&T Business Exchange, a “meet me” capability for multi-point, inter-company meetings
- Deployment models include cloud-based and premises-based approaches
- Web-based application for scheduling, business-to-business directory, reporting
- “One button to push”, “dial-in” and “no button to push” meeting initiation
- Supports broad range of equipment types, with multiple pricing and access options
- Conduct on demand meetings with virtual meeting room and direct dial

AT&T Telepresence Solution



To learn more about AT&T Telepresence and Video Conferencing, visit www.att.com/telepresence or [have us contact you](#).

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Immersive Class Room or Large Conference Room	Immersive Telepresence Conference Room	Multipurpose Conference Room	Personal Desktop or Executive Unit
3 screens	1 or 3 screens	1 - 2 screens	1 screen
18 seats	Up to 6 participants	Standing or wall mount	1 - 2 seats
Purpose-built room	Purpose-built room	Flexible seating arrangements	Private or home office
Spatial audio	Spatial audio	Standard conference room	

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to over 130 companies and over 6,000 associated endpoints crossing various industries. Giving you access to a large number of organizations increases the value of your video deployment and helps you build trust and develop closer relationships with your important customers and business partners. That gives you the power to interview an IT director in India, brainstorm with the brand team in Brazil, confer with a consultant in Croatia, or settle with a supplier in Shanghai.

Keep it simple.

AT&T Telepresence Solution offers you more than just high quality, video collaboration. With our cloud-based option, the AT&T network houses video infrastructure with AT&T-owned endpoints installed at your locations. Instead of buying equipment you just pay a monthly fee and you worry less about technology obsolescence. This simplified deployment model reduces your up-front capital expenditures and with AT&T end-to-end management your valuable IT resources are free to focus on mission critical work. You can also choose to have the video infrastructure deployed on your premises.

Think outside the room.

AT&T has the expertise to handle everything from planning and design, installation, network provisioning and end-to-end monitoring and management of the solution. Our help desk remote assistance service and on-site equipment repair and maintenance help lessen the burden on your IT staff. You can easily set up meetings via the web or from your enterprise calendar application like Microsoft® Outlook®. Once a meeting is scheduled you can start it with the push of a single button. Need to meet but forgot to schedule? You can dial point-to-point meetings yourself to other endpoints on the

AT&T Business Exchange or use our virtual meeting room feature for maximum flexibility. This capability lets you meet when you want without scheduling resources in advance. Just share your assigned meeting room number and access code with participants and you are ready to host a multipoint video meeting.

This isn't one size fits all. Your business faces unique challenges and you need options. Choose from AT&T provided equipment ranging from immersive rooms to small conference room units, executive office or desktop units. Already have your endpoints? You preserve your existing investment and conference with others via the AT&T Business Exchange. You can choose to have AT&T manage the equipment you own including a variety of video conferencing equipment from vendors like Cisco, Polycom and LifeSize. AT&T's management approach provides a common scheduling interface and help desk which lead to higher utilization. You can also choose from access options at a variety of lower speeds, enabling your smaller, remote offices or home offices to connect and collaborate with your larger offices. We even give you the choice of two AT&T Business Exchange pricing plans: per-minute and flat rate unlimited.

Get more done, inside and out.

Move your internal meetings to a higher level of engagement and interaction. With the AT&T Business Exchange you can also extend the benefits of video to almost anyone you do business with. The guest access feature allows you to connect to virtually any publicly addressable video conferencing site via either broadband or ISDN. Get the maximum meeting flexibility with the ad-hoc, on-demand approach of direct dial but in a group meeting setting. With virtual meeting rooms you can enjoy the flexibility of conducting reservationless,

multipoint, high definition, videomeetings on demand with the ease of a conference call., You can meet with internal or external meeting participants including Microsoft® Lync® users. You can also connect to sites on your own VPN. Build trust and closer relationships with your important customers. Work with suppliers and business partners to accelerate delivery times and reach decisions more quickly. Videoconferencing can help you transform your business interactions and make the jump from simply communicating to truly collaborating.

Less travel, more productivity.

With AT&T Telepresence Solution you get the benefits of meeting face-to-face without having to hit the road. So you can take the money you would have spent on airfare and hotels and invest it in your business. Even though when you travel you can stay connected, more time in the office means more time getting work done. Plus, reducing travel is good for the planet. According to a recent study, "The Telepresence Revolution¹," commissioned by the Carbon Disclosure Project, an individual business implementing four telepresence rooms can reduce its CO2 emissions by 2,271 metric tons over five years. These reductions are equivalent to the annual greenhouse gas emissions from over 400 passenger vehicles.

AT&T enables pervasive video by making it accessible to you. We deliver a service that gets used because it's simple to use. You also get access to our Rapid Adoption Marketing Program (RAMP) to help build awareness with your employees and encourage them to use the system. The program includes a variety of tools like posters, flyers, reference guides, training invitations and training videos. Our approach to pervasive video means you get a unique intercompany collaboration feature, the AT&T Business Exchange, which

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broadens your connectivity options. AT&T has experienced video specialists who can walk you through a step-by-step, customized value case analysis which will quantify how your business could benefit from videoconferencing.

With AT&T Telepresence Solution, seeing really is believing. Contact your AT&T representative and learn how you can give telepresence a try for yourself.

Notes

1. For more information on "The Telepresence Revolution", commissioned by the Carbon Disclosure Project (CDP) and sponsored by AT&T, visit www.att.com/telepresencerevolution.

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