

*Ohio State Case Study*

## Anytime, Anywhere

Dr. Bob Dixon, Ohio State chief research engineer in the office of the CIO was invited by Polycom to participate in the beta testing of ViaVideo, the world's first integrated desktop video communications appliance that delivers business-quality, interactive video and audio communications from a desktop or laptop PC with a broadband connection.

Polycom approached Dr. Dixon because of his video communications expertise and his knowledge of networking and technology. In addition, Polycom wanted to test ViaVideo in an educational environment like that of Ohio State University with its myriad applications and opportunities for video communication.

Ohio State has been successfully using other Polycom video communications systems for applications such as telemedicine. Their Department of Surgery sends real time video to classrooms and other hospitals so they can observe, learn and in some cases assist medical procedures. What's more, the university uses videoconferencing for collaboration where geographically dispersed students and advisors meet regularly while in separate states. "ViaVideo will be especially helpful to professors and advisors who can now use their PCs and laptops to hold conferences right from their offices or on the road", said Bob Dixon.

Dr. Dixon has been testing Polycom's ViaVideo for two months and believes that it's a wonderful new addition to the market. "The new USB approach like ViaVideo's offers something totally new to video communications. Other systems require that you take apart your PC and install a card but the average person is just not willing or able to do that," said Dr. Dixon. "All you have to do with ViaVideo is plug it in and place it on top of your monitor. The quality is fantastic and it costs less than any USB product on the market. It's the smallest, the least expensive, and the only one you can hold in your hand."

In addition to high performance, ease-of-use, and a low price point, ViaVideo represents a key technology breakthrough by enabling business-quality, two-way video and audio communications from a desktop or laptop PC with a broadband connection. "Now you can hold a videoconference from anywhere in the world," said Dr. Dixon. "All you need is ViaVideo, a PC, and a high-speed Internet

connection like DSL or Cable. The Internet lets you do it yourself without any special set-ups or networks. Like a telephone, ViaVideo is a tool you can use whenever and wherever you choose.”

Small enough to fit in a person’s hand, ViaVideo’s breakthrough design combines a high-performance multimedia processor and camera into a compact, single unit. To make the device even easier to use, ViaVideo works by simply plugging into a desktop or laptop PC via the universal serial bus (USB) port, eliminating the need to open the PC to install a card for video communications. After plug-in, ViaVideo requires only a basic software installation and connection to a high-speed broadband network, such as a Digital Subscriber Line (DSL), cable modem or Local Area Network (LAN).

ViaVideo enables users to make video calls right from a person’s desktop or laptop PC with full-motion images that transmit up to 30 frames per second. Just as important, ViaVideo features an integrated microphone and Polycom’s state-of-the-art, full-duplex Acoustic Clarity Technology(tm) (ACT), giving the video calls crystal-clear voice quality with echo cancellation.

ViaVideo sells for a manufacturers’ suggested resale price (MSRP) of \$599, making it the first product of its kind to provide interactive, high-quality desktop video at an affordable price.

Bob Dixon travels from University to University giving lectures on video communications technology. At a recent workshop he demonstrated ViaVideo to an audience of 38 faculty members, administrators, and technical specialists from various institutions around the state. The audience was so impressed and excited that some of them wanted to buy ViaVideo on the spot. “I demonstrated the product as the newest device for the Internet,” said Dr. Dixon. “They all thought it was wonderful. It’s so inexpensive and easy to use that they are ready to start using it now.”