

Cisco Hoot 'n' Holler over IP

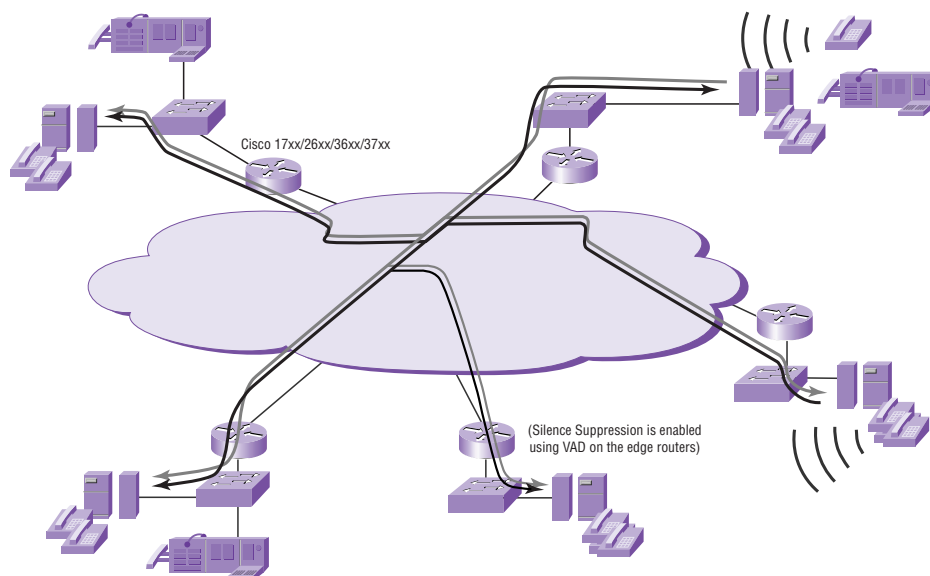
Cisco Hoot 'n' Holler over IP, built on the Cisco AVVID (Architecture for Voice Video and Integrated Data), enables transmission of hoot 'n' holler voice traffic over an IP network infrastructure. This provides consolidation of network infrastructures, improved manageability, and significant cost savings. The end-user can still use existing turrets, bridges and four-wire phones as before.

Today most hoot 'n' holler customers pay for dedicated leased lines to enable transport of hoot 'n' holler traffic to remote branch offices. This recurring charge is usually significant, with some larger firms spending millions of dollars per year!

Cisco Hoot 'n' Holler over IP leverages the Cisco IOS software feature sets in VoIP, Quality of Service (QoS) and IP multicasting

(IPmc) on the Cisco voice-enabled 1700, 2600, 3600 and 3700 multiservice routers. Traditional hoot devices, such as turrets, bridges and four-wire phones are connected through to the multiservice router. The router uses Voice Activated Detection (VAD) to determine when voice is present and transmits an IP multicast stream when voice is present. The resulting packetized voice travels over the IP network, instead of dedicated lines, to all branches and locations within a defined hoot'n' holler group. Use of VAD and IP multicast minimizes the load on the network. Cisco voice-enabled branch office routers accommodate the inbound streams, and continuously select among the three foremost speakers, mix the voice and transmit to the connected hoot devices.

Figure 1 Cisco Hoot 'n' Holler over IP—Efficient Bandwidth Utilization



Utilization of a single multiservice network for delivery of hoot 'n' holler provides immediate savings, such as:

- Eliminates expensive long distance leased line charges from a dedicated hoot 'n' holler network
- Preserves investments in existing hoot 'n' holler equipment such as, turrets, bridges, and four-wire phones
- Scales to hundreds of remote branches and users—while making it easy to move, change and add locations and phones
- Enhances monitoring, reduces time to troubleshoot
- Leverages available bandwidth for data when hoot 'n' holler traffic is not being used through the converged network design
- Enables new applications based on an IP infrastructure in the future

Cisco Hoot 'n' Holler over IP, powered with Cisco VoIP technology over voice-enabled Cisco 1700, 2600, 3600 and 3700 modular access routers, can leverage the data networks for hoot 'n' holler traffic. The Cisco solution enables enterprises to eliminate expensive telephony charges while still utilizing the hoot 'n' holler equipment such as turrets, bridges and four-wire phones. This solution makes it easier to move, change and add locations while scaling to hundreds of users.

Platforms Supported

- Cisco 1700 Series—
For more information, refer to <http://www.cisco.com/warp/public/cc/pd/rt/1700/prodlit/index.shtml>
- Cisco 2600 Series—
For more information, refer to <http://www.cisco.com/warp/public/cc/pd/rt/2600/prodlit/index.shtml>
- Cisco 3600 Series—
For more information, refer to <http://www.cisco.com/warp/public/cc/pd/rt/3600/prodlit/index.shtml>
- Cisco 3700 Series—
For more information, refer to <http://www.cisco.com/warp/public/cc/pd/rt/ps282/prodlit/index.shtml>

A full suite of Network Modules (NM), Voice Interface Cards (VIC) and Voice WAN Interface Cards (VWIC) including FXS, FXO, E&M (two-wire and four-wire) and T1/E1 are available. Voice interface support is described in the data sheets for the individual routers.

Cisco Hoot 'n' Holler over IP is supported with Cisco IOS software Release 12.2(10).

For more information on Cisco hoot 'n' Holler over IP, see: <http://www.cisco.com/go/hoot>.



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