

Cisco TelePresence Broadcast

Q. What is Cisco TelePresence Broadcast?

- A.** Cisco TelePresence™ Broadcast scales the quality, simplicity, and reliability of Cisco TelePresence to deliver life-like, immersive experiences. Cisco TelePresence Broadcast has the ability to bring in key spokespeople without the costs and delays of sending out a field team to the remote locations. Using life-like, virtual experiences delivered through Cisco TelePresence Broadcast, organizations can enrich media programs to deliver up-to-the-minute news and entertainment for viewers everywhere. In addition, Cisco TelePresence Broadcast can be used for organizations that have studios in house or that use these channels for communication—for example, by connecting a large town hall meeting to remote Cisco TelePresence room audiences.

Q. How does Cisco TelePresence Broadcast work?

- A.** Cisco TelePresence Broadcast acts as a Cisco TelePresence endpoint connected to audio/video components and the Cisco TelePresence Multipoint Switch to stream audio/video (A/V) signals to remote users.

Q. What products do I need?

- A.** Single-screen endpoints like the Cisco TelePresence System 500 or Cisco TelePresence System 1100 will be repurposed and reconfigured to interact with A/V components in order to provide life-like, immersive experiences.

Q. What Cisco® Services do I need?

- A.** Cisco TelePresence Plan, Design, and Implement Service, which is delivered through Cisco Services.

Audio/video (A/V) engineering and design services from an approved and qualified Cisco TelePresence A/V integration partner.

Q. Does Cisco TelePresence Broadcast require third-party products?

- A.** Yes, third-party products will be required to build a studio in a rack consisting of audio/video processors, control systems, power and distribution controls, and audio/video preview displays.

Q. What third-party products are required?

- A.** Control system

Audio/video processors

Power distribution controls

Power surge protection

Video output display(s)

Collaboration content display(s)

Video scalars

Audio system

Equipment rack

Q. What is the support model for these third-party products?

- A.** Cisco TelePresence Broadcast will be supported by both Cisco and our A/V integration partners. Cisco Technical Assistance Center (TAC) will support all the Cisco components while our A/V integrators support the third-party hardware.

Third-party A/V products are supported by 1-year manufacturer warranty only. The customer is expected to procure third-party A/V hardware replacement/standby parts for mission-critical rooms. A/V products are not covered by Cisco SMARTnet® support.

Cisco Services will document the integration of the Cisco and A/V products and provide a deliverable design document to the customer and Cisco TAC, with all the information required for Cisco TelePresence Broadcast.

Cisco Services will train Cisco TAC to work collaboratively with the A/V integration partner on supporting the Cisco TelePresence Broadcast solution.

Q. Can I use Cisco TelePresence Broadcast through an intercompany connection?

- A.** Yes. All standard Cisco TelePresence functionality is maintained through the Cisco TelePresence codec.

Q. Does it work with the public suites?

- A.** Yes. All standard Cisco TelePresence functionality is maintained through the Cisco TelePresence codec.

Q. How do the cameras work?

- A.** Depending on the customer's room configuration recommendations, camera presets can be configured to be activated by the control panel for static views or through the push-to-talk microphones for a dynamic, camera-switching environment.

Q. How do the microphones work?

- A.** Third-party microphones are integrated with the Cisco TelePresence codec through audio processing equipment. This provides the flexibility to add additional microphones for optimum audio coverage of the town hall or room environment. Audio processing equipment also handles all audio output and echo cancellation.

Q. What does the remote location see?

- A.** Remote views are configurable and can include a full view of the event room, depending upon the number and location of cameras in the room.

Q. How many participants can Cisco TelePresence Broadcast include?

- A.** Participants are limited by the room size. Coverage of the people in the room is dependent on the number of microphones and cameras the room is equipped with.

Q. How many locations can join one call?

- A.** The Cisco TelePresence Broadcast solution is essentially a single-screen endpoint at its core. Therefore, all standard Cisco TelePresence functionalities are maintained.

Q. How does video switching work? Is it voice-activated switching like a regular Cisco TelePresence multipoint meeting?

- A.** The video being sent from the Cisco TelePresence Broadcast is configurable and can be activated based on the active microphone. A user must activate the microphone to activate the camera that is present. Additionally, default views are configured so that as participants deactivate their microphones, the system will revert to a static view of the room until another microphone is activated.

Q. How do meetings start? Do meetings still have the one-button-to-start feature?

- A.** To start a meeting with Cisco TelePresence Broadcast you must perform two operations:
- Put Cisco TelePresence Broadcast in TelePresence mode using the control panel.

- Use the IP phone to initiate the call.

Q. How does the Cisco TelePresence auto-collaborate feature work?

- A.** The system has the capability to provide an input source from multiple locations to Cisco TelePresence call using the A/V integration equipment. Because all standard Cisco TelePresence functionality is maintained through the Cisco TelePresence codec, participants can share with each other as they would in a regular Cisco TelePresence room.

Q. Can I record meetings?

- A.** All Cisco TelePresence solutions do not offer meeting recordings at this time. The comprehensive TelePresence portfolio includes a Cisco TelePresence Recording Server, which is generally used to transform Cisco TelePresence rooms into high-definition recording studios.

Q. What is the bandwidth requirement for Cisco TelePresence Broadcast?

- A.** The bandwidth requirement is the same as for the Cisco TelePresence System 500.

Q. Are meetings encrypted?

- A.** Yes. All standard TelePresence functionality, including encryption, is maintained through the Cisco TelePresence codec.

Q. Does Cisco TelePresence Broadcast interoperate with Cisco video conferencing systems?

- A.** Yes, Cisco TelePresence Broadcast interoperates with Cisco Unified Videoconferencing or Cisco Media Experience Engine (MXE) 5600, but hardware and services for Cisco MXE 5600 and Cisco Unified Videoconferencing have to be purchased separately.

Q. When is Cisco TelePresence Broadcast available?

- A.** April 2010. Please check with your account manager and Cisco Services representative for more information.



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