

## Telepresence and WebEx Definition

WebEx is a program that runs on a browser allowing peers to collaborate on-demand with each other. The original WebEx program consisted of voice capabilities and content sharing. It allowed users to have a voice conversation while simultaneously sharing whatever was on their PC screen with the other users on the WebEx call.

Cisco purchased WebEx in 2007 and has continued to enhance its capabilities, by adding key features, such as video, and has developed a suite of WebEx products. These products take the same basic capability of WebEx and specialize it for different kinds of online meetings – Webinars, Support, Training, etc. Each of these meeting environments is a little different and works best with a customized set of tools to manage the online meeting.

Telepresence is the name given to the most life-like video conferencing implementation, which is the closest video conferencing implementation to “being there”. The size of the video images are life-like and the audio quality is superb making it seem like you are sitting across the table from the people you are meeting with, even though they are in a different part of the world.

### Why integrate one video technology with another?

Many videoconferencing industry insiders envision a future where video conferencing is ubiquitous. They believe that it will replace voice as the main real-time communications tool in the not too distant future. However, one of the main roadblocks preventing this is interconnectivity between video systems. The interconnectivity problem is that different technologies are using different protocols (languages) and until they either all speak the same language. Cell phones would have never exploded 20 years ago, if users on the AT&T network couldn't call Verizon customers or if Android phones could only call other Android phones.

Skype users can't connect with FaceTime users – different protocol. It took Cisco almost four years after the acquisition of Tandberg in 2010 to get WebEx to talk to their Telepresence systems, resulting in the launch of WebEx Telepresence.

WebEx Telepresence offers a great way to connect two powerful collaboration worlds – WebEx and Telepresence. WebEx Telepresence solves one particular problem; connecting remote WebEx based videoconferencing participants with Telepresence room based systems.

Allowing different videoconferencing systems to communicate is a positive step towards ubiquitous videoconferencing.