

IPELA Visual Communications Solutions

SONY®

IPELA
INTEGRATED VISUAL COMMUNICATION



Corporate and Government

(Simulated Image)

Education

Medical

Broadcasters

Judicial

THE NEW WAY OF BUSINESS™

Financial Institutions

Introduction to Visual Communications

The concept of videoconferencing is not a new one – it has been around for nearly half a century and is continuing to evolve. One of the earliest videoconferencing systems, the AT&T Picturephone, was built in 1956 and introduced at the New York World's Fair in 1964. Since that time, the industry has developed and matured into what it is today, visual communications.

With the advent of IP networking and IP telephony solutions, visual communications today has become more widespread and affordable than ever before. In the information age, we are finding it necessary to share greater volumes of information as quickly and as cost-effectively as possible with people in different places around the world. This need for more effective communication has driven the need for better visual communications systems – systems that can make you feel as if you are meeting face to face, systems that allow you to share data seamlessly, and systems that are as easy to use as a telephone.



(Simulated Image)

Who Can Benefit From Visual Communications and How?

Corporate and Government

Many corporations and governments are turning to visual communications for a number of reasons; the most obvious of which is to increase productivity. Videoconferencing systems – both conference room and business personal systems – can close the communication gap between businesspeople who are separated by distance. With modern visual communications systems, a “face-to-face” meeting can be held as easily as a phone call is made. And with business personal systems, telecommuters can be closer to their parent company.



(Simulated Videoconferencing Image)

Education

With advances in technology and the push for globalization, distance learning is becoming more widespread than ever before. Visual Communications can play a role in all forms of education. Students can communicate with their peers around the world for cultural exchange and internationalization. In higher education, courses offered at a main campus can not only be shared with satellite campuses and remote learning facilities, providing interactive education in real time, but they can also be streamed over a network so that remote students with Web access can view the lectures as well. This also allows eminent professors to reach larger audiences and can increase school notoriety and enrollment. In addition, visual communications can play a vital role in improving communication among administrators, professors, staff, and students.



(Simulated Videoconferencing Image)

Medical

Medical advances have changed the way doctors treat patients. Likewise, advances in communication have changed the way doctors share information. Visual communications is now becoming a powerful medical teaching tool, allowing doctors to share medical and surgical procedures with colleagues and medical students around the world. Not only can visual communications be used for face-to-face communication among colleagues, it can be used to broadcast medical lectures and live images of operational procedures.



Broadcasters

Broadcasters are finding visual communications systems to be powerful and reasonably priced tools for providing their viewers with instantaneous live interviews with people around the world. They can connect to remote locations using a visual communications system and simply feed the audio and video from the system to a switcher to be broadcast in real time.



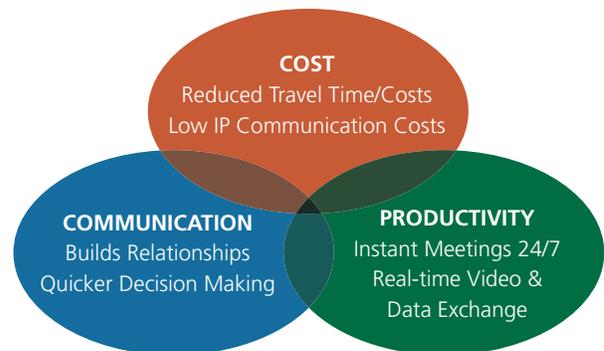
Judicial

Due to increased courtroom and travel costs and in response to security risks associated with prison systems, visual communications is becoming an alternative communication method in the judicial system. Visual Communications can provide a lower-cost and safer method of visual communication among courtrooms, prisons, hospitals, and more locations, for anything from video arraignments, virtual courtroom appearances for witnesses, psychiatric evaluations, expert witness testimony, and the like.



Financial Institutions

Visual Communications is finding a role in bringing customers closer to financial institutions. In modern banking, for example, a customer can access an ATM system and instantly be connected to a call center representative, who can provide real-time live information, including assistance, account details, and financial advice.



Visual Communications in almost every market sector can lower costs, increase productivity, and improve communication and can help organizations achieve their ultimate goal, which is to improve the “bottom line.”

Why Buy Sony?

Although a latecomer to the visual communications business, Sony has been actively developing and selling videoconferencing solutions since the late 1980s. Since that time, Sony has achieved great feats.

As an **INNOVATOR**...

Sony was the first videoconferencing products manufacturer to:

- Introduce a multipoint videoconferencing capability built into an endpoint with the PCS-5000
- Offer MPEG-4 AAC (14 kHz high-quality audio), H.264 standards-based coding, and a 6-site multipoint option in a mid-range endpoint with the PCS-1
- Introduce a 20-inch widescreen display in an all-in-one system with the PCS-TL50
- Enable audio and video recording onto removable media (Memory Stick™) with the PCS-G70



PCS-5000

First Endpoint With a Multipoint Videoconferencing Capability Built-In



PCS-1

First Mid-Range System With MPEG-4 AAC Audio, H.264 Standards-Based Coding, and a 6-Site Multipoint Option

As a **PRODUCER**...

Sony has consistently demonstrated the ability to design and develop state-of-the-art systems to meet the needs of almost every user. From the all-in-one business personal PCS-TL30 to the PCS-G70S, one of the most powerful systems on the market today, Sony continually develops endpoints with exceptional features, high reliability, and with meticulous detail in design that customers demand and expect from Sony. In addition, Sony focuses on our customers' total solution by offering systems and software that allow Sony endpoints to be seamlessly integrated into a fully functional end-to-end visual communications system.



As a **LEADER**...

Sony persistently innovates and unyieldingly pursues perfection in the visual communications arena. With technology advances and improvements driven by customer needs, Sony leads the way to make visual communications a way of life

for every customer. And with the introduction of each new videoconferencing system, Sony conforms to the IPELA three-pronged concept of reality, intelligence, and usability.

IPELA

Stunning video and audio brought to you by the **IPELA** series of visual communication products that encompass the three-pronged concept of "Reality," "Intelligence," and "Usability." **IPELA** is the identity symbolizing the Sony vision for the workplace of the future, connecting people, places, and information with reality that has never before been achieved. **IPELA** products lets you share ideas and dreams as if you are collocated when your counterpart is half-way around the world, experiencing images as if you are actually there.

Real audiovisual communication over networks – this is business communication of the future, this is business communication brought to you today, this is **IPELA**.

Sony offers complete visual communications solutions that are flexible and scalable, to meet user needs in applications ranging from large venue conferences to business personal applications. Sony provides customers with systems that offer outstanding reliability and endpoints with intuitive user interfaces that are easy to operate. Industry-wide interoperability, including standards-based coding and IP/ISDN bridging over networks is another factor that makes Sony an ideal choice. And in the end, Sony offers great value for your investment.

The IPELA Visual Communications Lineup and Total Solution

PCS-G70S

- Large Conference Rooms
- Auditoriums
- Executive Conference Rooms



PCS-G50

- Small Conference Rooms
- Medium-sized Conference Rooms



PCS-1 & PCS-1/SCCP

- Small Conference Rooms (Entry Model)
- Small CODEC for Custom Installation



The Sony Visual Communications Lineup

PCS-TL30 & PCS-TL30/SCCP

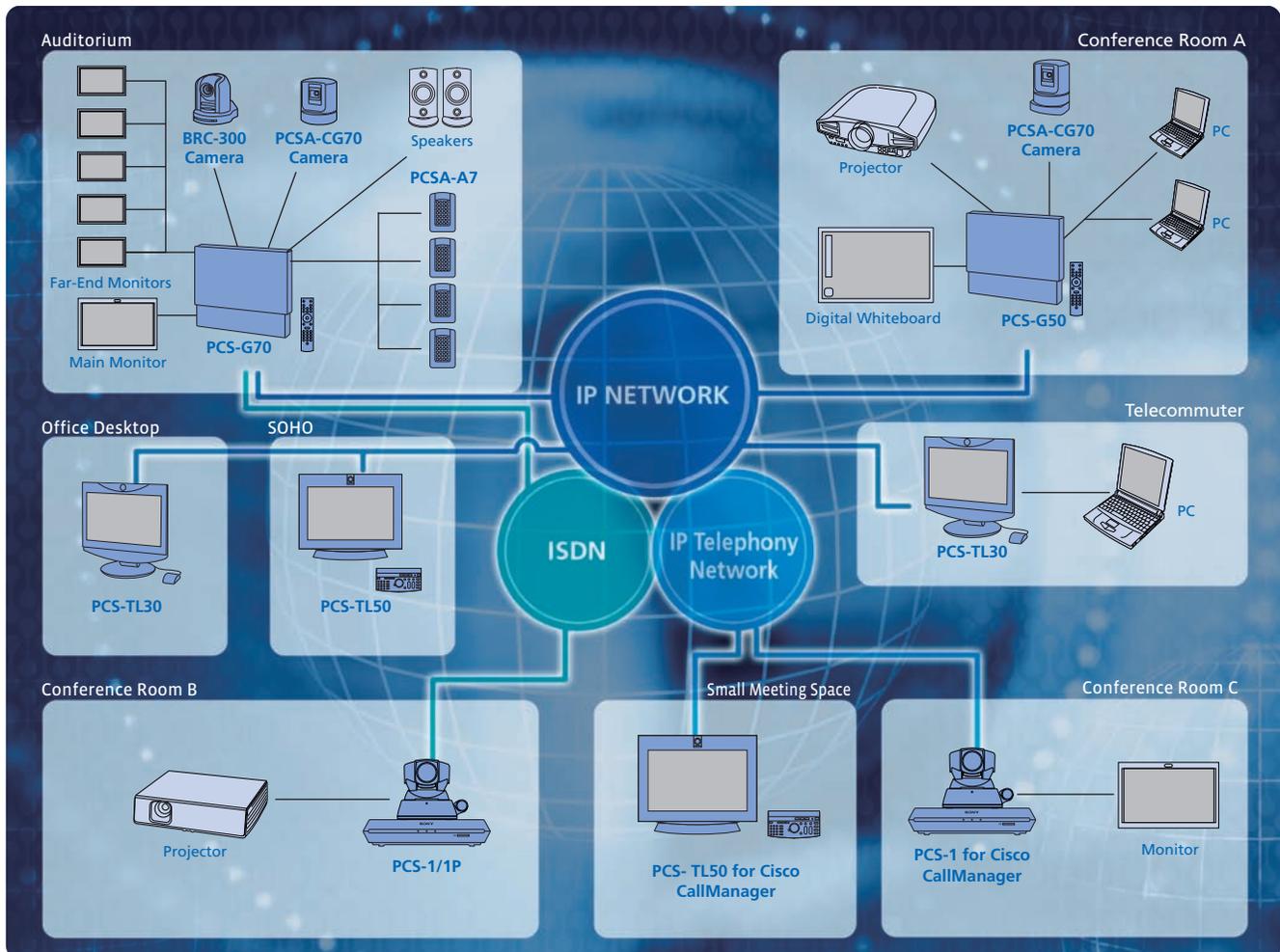
- Personal Use (Desktop)
- SOHOs



PCS-TL50 & PCS-TL50/SCCP

- Small Meeting Spaces
- SOHOs
- Remote Offices
- Executive Desktop

Sony Visual Communications Solution



What Our Customers Are Saying About Us

Government

Russian Ministry of State for Nuclear Energy and Rosenergoatom, Russia

“Rosenergoatom’s key requirement was to be able to keep in touch and up-to-date on the latest developments in their power stations from their head office in Moscow. Sony’s VC solution is the best in the market, and means that the company’s key executives can conduct vital, face-to-face meetings securely, using the highest quality video and audio and without any loss of time or the expense of traveling.”

– Maxim Moukhanov, Deputy Director of BusinessMedia Ltd.

“Working with BusinessMedia Russia, the Ministry’s requirements were clear, and experience showed us that the PCS-TL50P system best fitted the quality, ease of use and speed needed.”

– Alexander Zelikov, Product Manager, B-2-B Communications



Education/Corporate

Rutgers University, U.S.A

“In the past, driving to and from in-person meetings has been the first, preferred method for our deans to gather together, and changing such embedded habits is difficult. Fortunately, advances in videoconferencing technology have come along at this crucial moment. Being able to connect ‘face-to-face’ from your desktop with the ease of operating a telephone beats sitting in the car for endless hours.”

“Adding desktop videoconferencing into our communications mix reduces our reliance on in-person meetings, but the benefits go beyond just travel time saved. It reduces stress and increases productivity, improving the quality of our work experience.”

– Dr. Raphael J. Caprio, Vice President for Continuous Education and Outreach, Rutgers University



Education

Naresuan University, Thailand

“Since deploying the Sony system, the relationship between staff and teachers is much closer and they can easily gather together to make decisions more effectively. Thanks to face-to-face dialogues, professionals from different parts of Thailand can also share their experience and opinions with students via e-learning classes, which increase students’ interest and attention.”

“The PCS-G70’s excellent video and audio quality means the students feel no difference whether the teacher is physically in the classroom or elsewhere in the country.”

“The key reason why we chose Sony was because Sony’s PCS series products deliver high quality, advanced features, and because of the product’s proven reliability.”

– Mr. Poatawat Vilaihongsa, System Integrator, Lanna Com Co., Ltd.



Medical

Gladstone Hospital/University of Queensland, Center for Online Health (COH), Australia

“In the middle of 2004 we were advised that the Gladstone hospital could not recruit a specialist paediatrician and were asked if we could provide services via videoconferencing. My idea was to somehow dress up the videoconferencing unit and make it non-threatening and easy to communicate with kids. My original sketch looked like a Doctor Who Dalek but kids these days didn’t recognise it, so it is more like a Star Wars robot now.”

“We can zoom in with our camera and clearly see the back of a child’s throat so we can see the detail we need. We have had some very nice feedback from senior doctors who have noted how this technology has improved over previous systems.”

– Professor Richard Wootton, Director of Research.

“Regional hospitals like ours are faced with an acute shortage of specialists. So any help we can get through systems like ROY are very welcome. It is early days yet and we are still exploring the possibilities but it is working well.”

– Robyn Goffe, Gladstone Hospital Manager.



Broadcasters

The Seven Network, Australia

“The technology allows us to have meetings with remote colleagues without having to spend time and money on flights. It makes sense to utilise our data network for meetings and we can still see the nuances on the face of the recipient that you can’t see on phones.”

– David Watts, Seven Network Telecommunications Manager

The NFL Network, U.S.A

“This solution is the most high-quality, reliable and cost-effective way for NFL Network to go live to any location at any time. The power and reliability of IP-based broadcasting proved its value during the work NFL Network did with GlowPoint during last year’s training camps. Deploying the Sony-GlowPoint solution is the natural next step and a great complement to our traditional broadcast tools.”

– Peter Brickman, The NFL’s Senior Director of Broadcast Operations and Technology



The NBA-TV, U.S.A

“From the beginning, Sony has been dedicated to improving this product for our application. What’s really powerful is that they know broadcast technology and videoconferencing. A typical videoconferencing company simply would not understand the language we broadcasters use.”

“Our NBA-TV producers love it and want to use it more and more. I’ve received a lot of calls from other broadcasters wanting to know what we’re using so they can add it themselves.”

– Steve Hellmuth, NBA Entertainment’s Senior Vice President, Operations and Technology



Financial Institution

Altamira Investment Services Inc., Canada

“Our Sony PCS-1 videoconferencing solution features Sony 32-inch monitors with audio-visual cards in both Toronto and Montreal. These allow us to mutually gauge participant’s reactions and solicit questions or information as required. It’s the next best thing to being there.”

– Glenn Cooper, Director of Communications



Frost & Sullivan Opinion on Sony*

- "Sony is widely regarded in the region and has a superior brand name amongst consumers."
- "Excellent picture and sound quality have been rated by most users as key features for purchase of the Sony videoconferencing solution."
- "Over the last two years Sony has been strengthening its position gradually across several markets and will be a major contender in the regional videoconferencing market"

*These statements were made by Frost & Sullivan in reference to videoconferencing in the Asia Pacific market. Date of report: November 2005

SONY®

Sony Electronics Inc.
1 Sony Drive
Park Ridge, NJ 07656
www.sony.com/conferencesolutions

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