lifesize®

Video conferencing for anyone, anywhere, on any device-That's the Connected Experience.

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What Is The Connected Experience?

The Connected Experience

1. Anytime, anywhere, any device: Video conferencing in the meeting room, on your laptop or on your mobile devices

2. Video the way you need it: The richest set of features both in the cloud and on-premises, without compromises.

3. Works the way you work: Video that supports all of the ways you communicate—both instant and scheduled calls, direct call and "meet-me," single and group video, as well as voice calling.

Convinced? Experience it for yourself >

What Is The Connected Experience?

Video conferencing should be as easy, as lifelike and as remarkable as meeting in person. The Connected Experience is simply connecting incredibly easy-to-use meeting room systems and mobile clients to a radically simple cloud service. So no matter where they are, everyone is just one video call away from having a seat in the meeting.

To be classified as delivering a truly Connected Experience, a video conferencing solution needs to be a blend of hardware, software, user experience and service that allows anyone, anywhere to be connected on any device, even meeting rooms.

It needs to connect you to a wide variety of applications without your needing to understand how any of the underlying technology works— just how you use applications on your smartphone. And finally, it must be a flexible, easy-to-deploy solution that is simple enough to be used by anyone.

Delivering video conferencing exactly the way you want—and on your preferred device, including the meeting room. That's the Connected Experience.

Intuitive, Feature-Rich, Flexible

1. An Intuitive User Experience

Let's face it, if something isn't easy enough to work without a user guide, you'll never use it. We agree, and that's why video conferencing should be as simple to use as your smartphone.

Scroll through applications, select one on screen and it just works. No need to read the dreaded manual or to have IT support on standby—it's easy enough for anyone to use without training.

Intuitive, Feature-Rich, Flexible

2. Feature-Rich Apps

Who wants to navigate between applications just to quickly check a calendar or to look up an address to call someone? That just complicates the experience. Bringing together applications like calendar schedules, streaming and recording capabilities and the ability to host a multiparty call from one interface and eliminates the drudgery of switching between different programs to access the information you need.

Imagine seeing your schedule on screen, with no waiting around for calendar reminders. Think of the ease of making one call to multiple people with the simple push of a button, with no more long call-in numbers to remember (or find) and type in. And imagine being able to do all this from your device of choice - that's the Connected Experience

Intuitive, Feature-Rich, Flexible

3. Flexible to Be Used Across Devices for a BYOD World

Why should video communications be restricted to the conference room? Our world is full of smartphones and tablets, and we should be able to use them for video conferencing without sacrificing quality. In order for video conferencing to be widely adopted across your organization, it must be accessible on any mobile device and offer the same feature-rich applications you get with a room-based solution.

The Connected Experience delivers on that promise by providing the same high quality experience on your phone, tablet, laptop and desktop as you have in the meeting room.

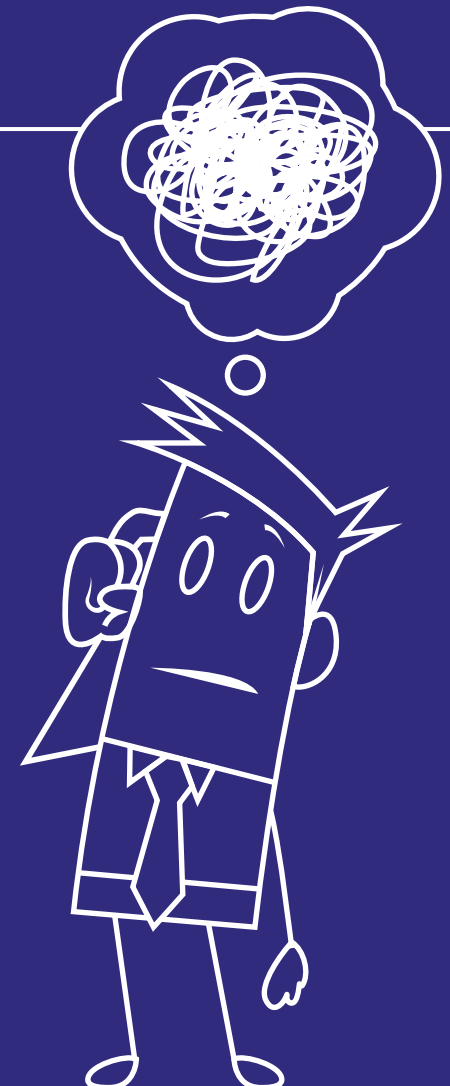# Removes Unnecessary Complications

Traditionally, video conferencing was built around complex devices in meeting rooms coupled with huge boxes in cupboards or "data centers" that communicated to one another over ISDN using DTMF commands. Sound complicated? Well, it was! The result was a negative experience for the user as legacy systems were difficult to use and designed to be run by telcos and service providers, not IT departments or business people.

ISDN—Integrated Services Digital Network:

An international communications standard for sending voice, video and data over digital telephone lines or normal telephone wires. Video conferencing used to link numerous ISDN lines together, communicating through old DTMF tones, resulting in low quality, low reliability.

DTMF—Dual Tone Multi-Frequency:

Introduced in 1964, this is the system used by touch-tone telephones by assigning a specific frequency (consisting of two separate tones) to each key so that it can easily be identified by a microprocessor.

Removes Unnecessary Complications

By removing unnecessary complications, the Connected Experience is more intuitive. Not having to know about how the technology works increases confidence and promotes usage, so your whole organization can easily participate in video communications - from wherever they are - and will actually want to!
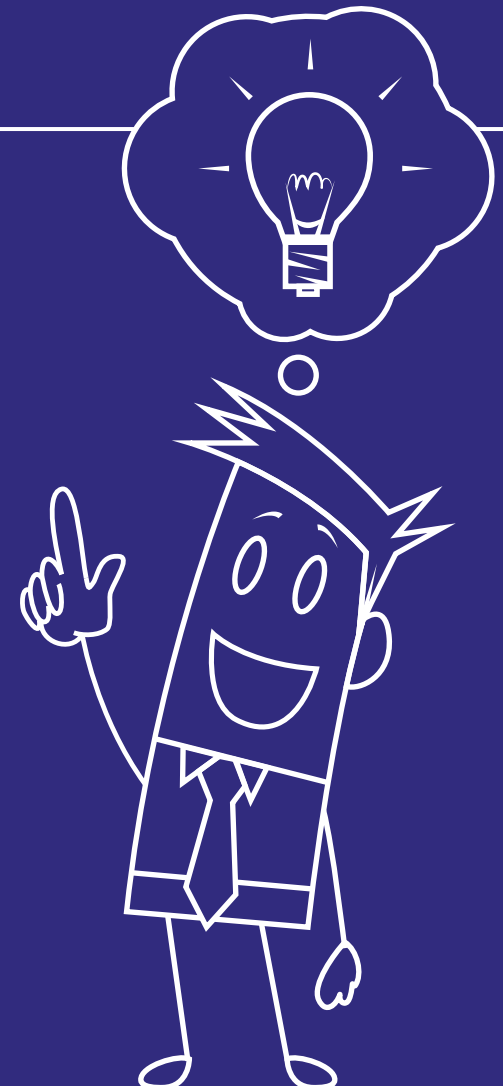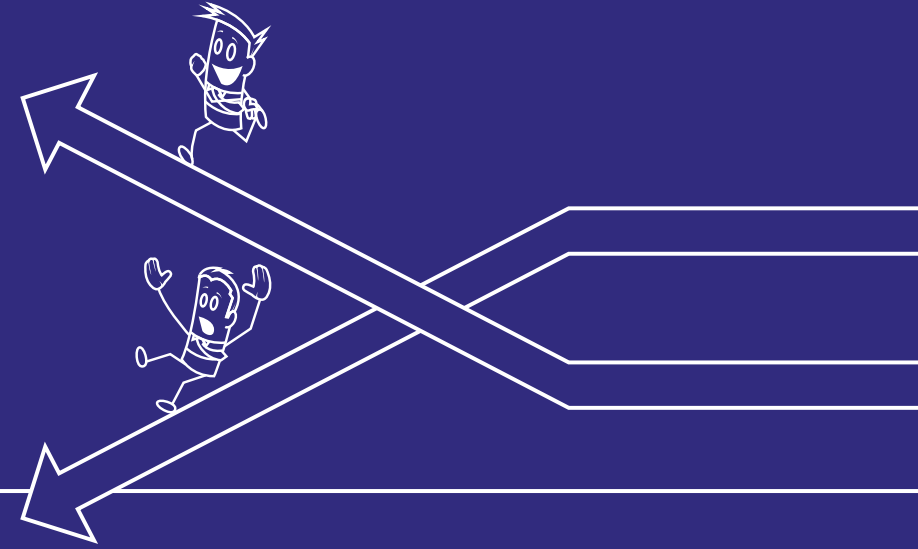
"According to most studies, people's number one **fear** is public speaking. Number two is death. Death is number two. Does that sound right? This means to the average person, if you go to a funeral, you're better off in the casket than doing the eulogy."

Jerry Seinfeld

Reduces Fear to Increase Usage

The Connected Experience Difference	What This Means for Your Business
Radically simplified user interface	Reduces fear; users more likely to pick up the remote and give it a try!
Systems are more sophisticated but less complicated	Allows for a lower cost to purchase and support
Extra applications are easily accessible	Promotes user adoption
Easy streaming/recording and mobility functions	Users aren't intimidated by the technology so they get more involved in the wide application of uses

Convinced? Experience it for yourself >

"Simplicity is the ultimate sophistication."

Leonardo da Vinci
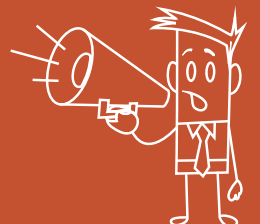
Focuses on Total Simplicity

Function	The Connected Experience	Legacy Video Experience
Record and stream conference	Scroll to and click record icon	Type in an IP address, then use far end camera controls to navigate to the menu and start the recording
Move from a two-person to a three-, four-, five-plus-person call	Add people from the directory menu as required	End the call, all participants find and dial a bridge number, type in DTMF key/add people from directory but limited to small number of participants on embedded MCU
Integrate with Microsoft® Outlook™ Exchange	Send an email	Install a plugin
Have all devices ring when someone video calls you	Automatic if logged into video client on all devices and video system is on	Not available

Focuses on Total Simplicity

| Function	The Connected Experience	Legacy Video Experience
Transfer the call from a room system to a tablet/mobile device	Push the green arrow within your video client application	Not available
Invite someone without a video system to join your call	Send an "Invite a Guest" email (just need a laptop/Internet/webcam)	Not available
Join weekly meeting	Find meeting in directory and click to join	Dial bridge number and meeting directly (address ##) or navigate IVR (DTMF or arrow keys) to get to meeting
Set up a meeting	Just send an email or start calling people	Call IT, ask for them to provision a bridge meeting and give you the call details so you can distribute that information to your users

Convinced? Experience it for yourself >

Less is More

"Oh good, it has more buttons! That will make it easier to use," said no one, ever.

Sophisticated technology does not need to be complicated. Why should a remote have 10, 20 or 30 buttons when all you need is two to perform the exact same function? Now that's smart.

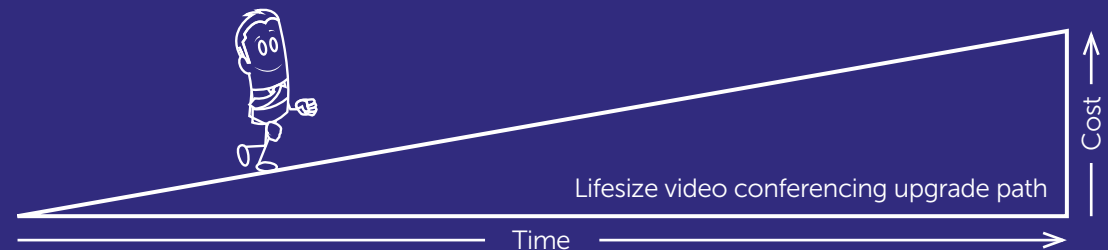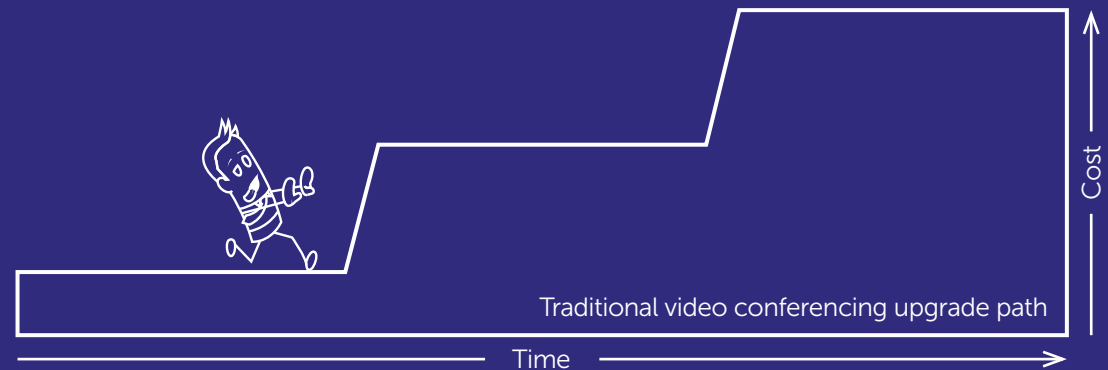**LifeSize**®
A division of Logitech

A smart remote
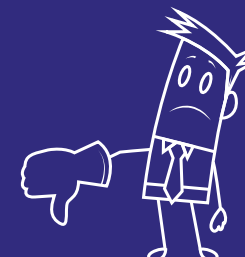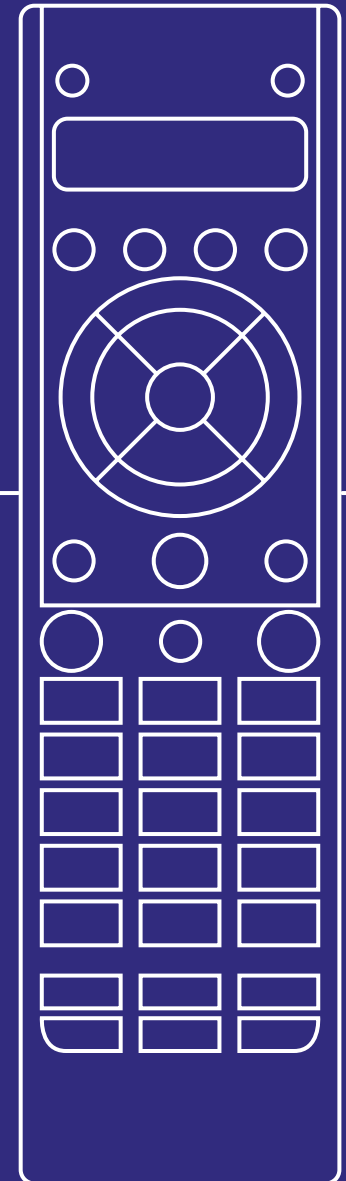
And a not-so-smart one

Removing Barriers to Entry

The words "video conferencing deployment" may cause you to despair in thinking of the huge dollar signs and the tons of equipment required. But the era of a big initial investment in "technology boxes" with capacities you may never reach is over. Now you can have what you need when you need it.

The enormous financial step previously required to move from low-quality "free" web conferencing services to HD business video has dramatically reduced. Virtualization and more sophisticated software mean you can now start small with your video strategy and build up as required, easily and more cost-effectively than ever before.
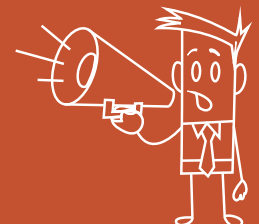
Traditional video conferencing upgrade path

Time

Cost

Lifesize video conferencing upgrade path

Time

Cost

Convinced? Experience it for yourself >

Lifesize Cloud. Now you're talking with incredible video conferencing

Read more >

Two Paths to Video Conferencing Success

Read more >

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Explore the Connected Video Experience

The days of complicated, expensive devices belong to a bygone era—and they should stay there. Today, anyone considering video conferencing should be looking for the Connected Experience. Users should have access to the power of video collaboration without having to understand the technology behind it. Solutions that are intuitive and easy to use and that combine a room video system with best-in-class mobile apps with an incredibly simple cloud video service enable everyone to get a Connected Experience from the meeting room to the office and on the go.

We hope that you found our 'Video conferencing for anyone, anywhere, on any device—That's the Connected Experience' guide helpful and, because we know that seeing is believing, we would be delighted to arrange an opportunity for you to understand the power of the Connected Experience for yourself.

See the power of the Connected Experience >

8 Challenges That Cloud Video Conferencing Can Overcome From Day One

Read more >
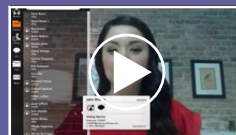
Lifesize Cloud Tour

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