CISCO

# Why Video?...is not about us

Alonso Ramirez P. | SE TelePresence & Video

# Video como plataforma de Negocios

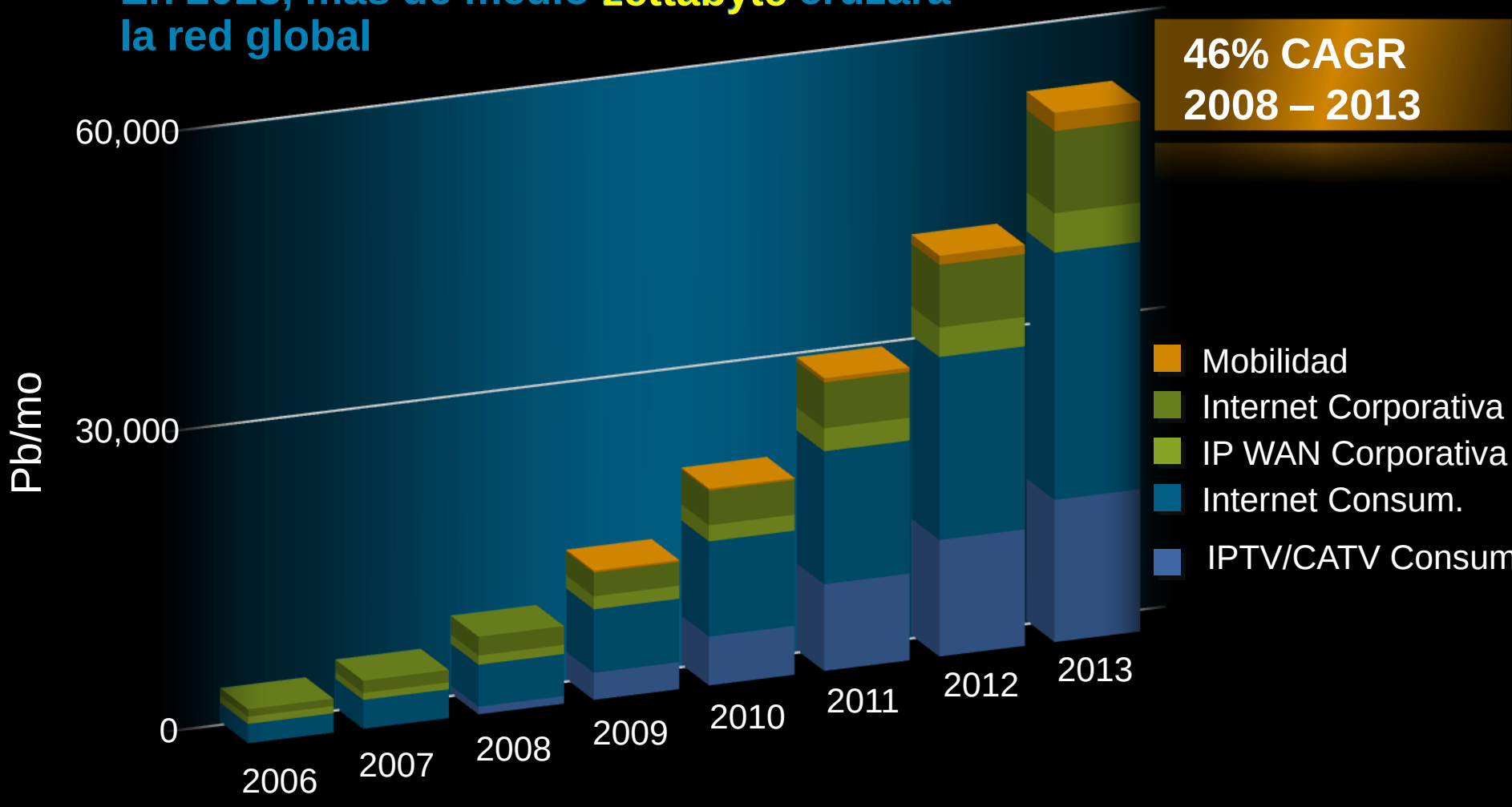
## Agenda

| | |
|---|---|
| Video | Explosión de Video! - Video en Todos Lados |
| Colaboración | Colaboración Visual – Próxima Face de la Colaboración |
| Cisco | Cisco Business Video – El Portfolio más completo |

# Video… no es una moda… es REAL!

# Crecimiento del Tráfico IP Global

**El tráfico IP crecerá 5 veces entre 2008 y 2013**
**En 2013, más de medio zettabyte cruzará la red global**




Source: Cisco Visual Networking Index — Forecast, 2008 – 2013

# The Zettabyte Scale

**1 Byte**

**1 Kilobyte**
1,000 Bytes

**1 Megabyte**
1,000 Kilobytes

**1 Gigabyte**
1,000 Megabytes

**1 Terabyte**
1,000 Gigabytes

**1 Petabyte**
1,000 Terabytes or
250,000 DVDs

**1 Exabyte**
1,000 Petabytes or
250 million DVDs

**1 Zettabyte**
1,000 Exabytes or
250 billion DVDs

**1 Yottabyte**
1,000 Zettabytes or
250 trillion DVDs

**200 Terabytes**
Una biblioteca digital de todos los libros escritos en cualquier idioma

**100 Petabytes**
La cantidad de información generada en un solo minuto por el nuevo colisionador de particulas de CERN

**5 Exabytes**
Una transcripicón de todas las palabras habladas

**100 Exabytes**
Una grabación en video de todas las reuniones que se realizaron este año en todo el mundo

**150 Exabytes**
La cantidad de información que atravesó internet desde su creación

**175 Exabytes**
La cantidad de información que atravesará internet en 2010

**66 Zettabytes**
La cantidad de información visual transportada entre los ojos y el cerebro por toda la raza humana en un año

**20 Yottabytes**
Una imagen holografica de la superficie de la tierra

# …empujado por el Video

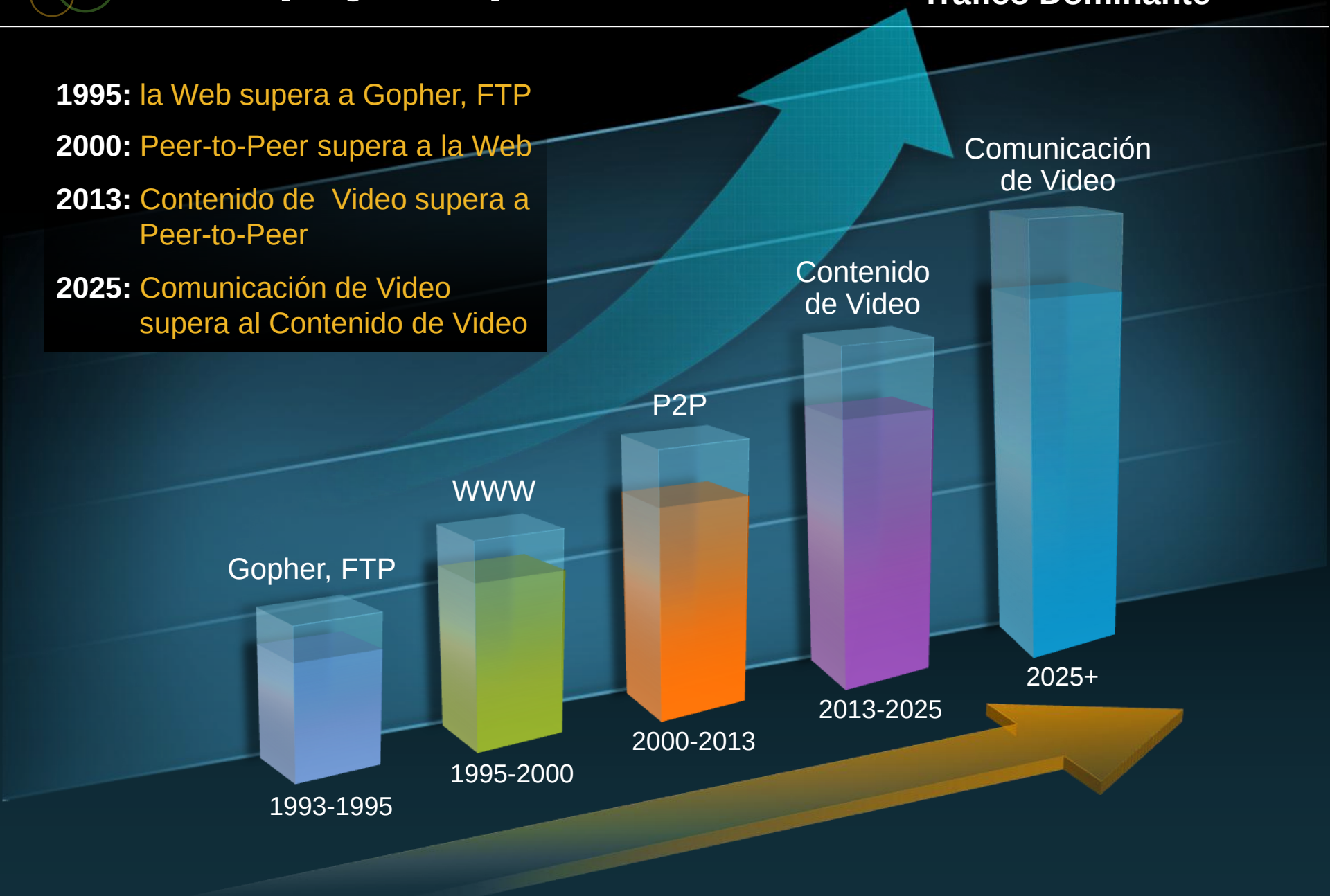
**Tipo de Trafico Dominante**

**1995:** la Web supera a Gopher, FTP

**2000:** Peer-to-Peer supera a la Web

**2013:** Contenido de Video supera a Peer-to-Peer

**2025:** Comunicación de Video supera al Contenido de Video

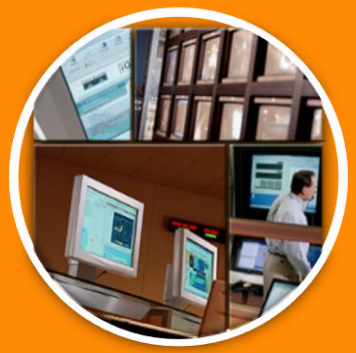


# Video

## Tendencias Tecnológicas Clave

De Video SD a HD

Explosión de Originadores y productores de Contenido



Integración

Acceso Universal

Video

Vivimos

Trabajamos

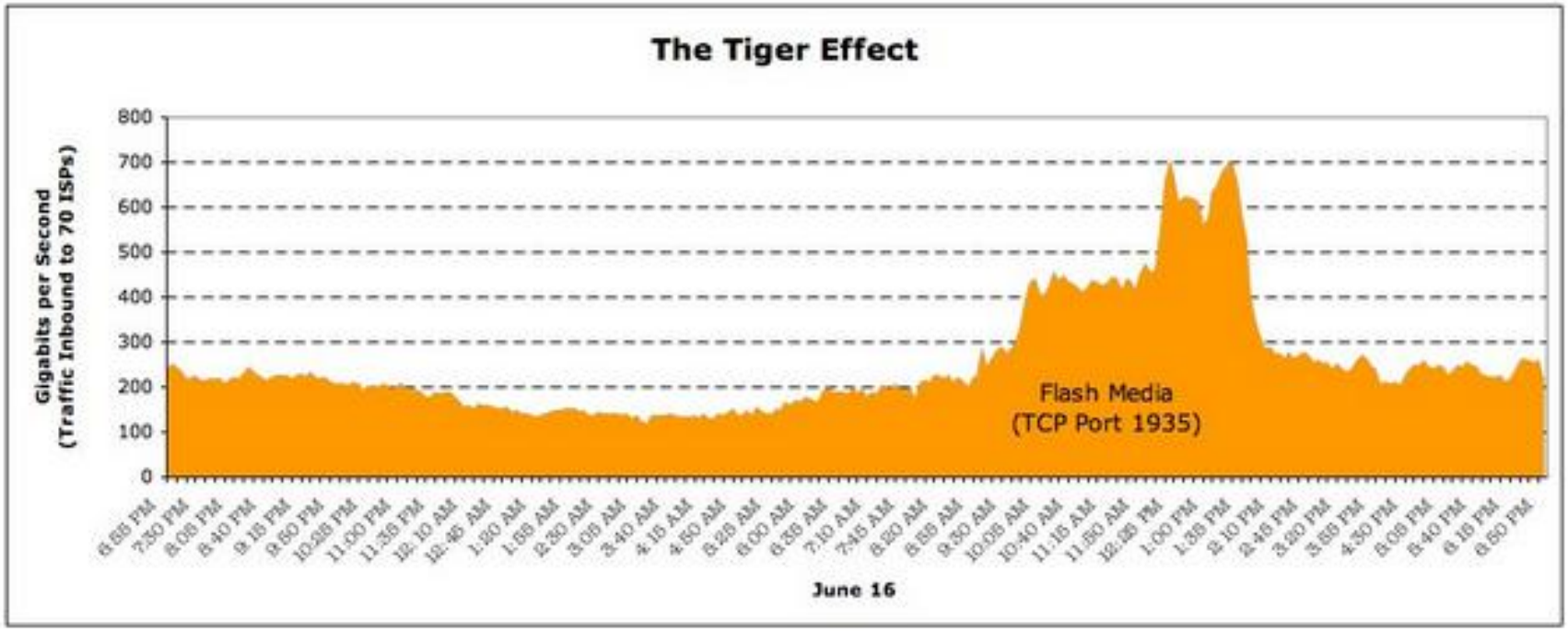
Aprendemos

# El Video Cambia…

# Todo!

# The Tiger Effect

## 16 de Junio de 2008, US Open




It turns out that the U.S. Open played at Torrey Pines yesterday generated one of the larger Internet-wide flash crowds this year. Traffic dipped and peaked corresponding to Tiger's initial misses and subsequent spectacular comeback as millions of office bound fans tuned in to the live NBC and ESPN coverage.

http://asert.arbornetworks.com/2008/06/the-tiger-effect/

REPUBLIC OF SOUTH AFRICA

# SOUTH AFRICA 2010

Ke Nako. Celebrate Africa's Humanity™

© 2007 FIFA TM

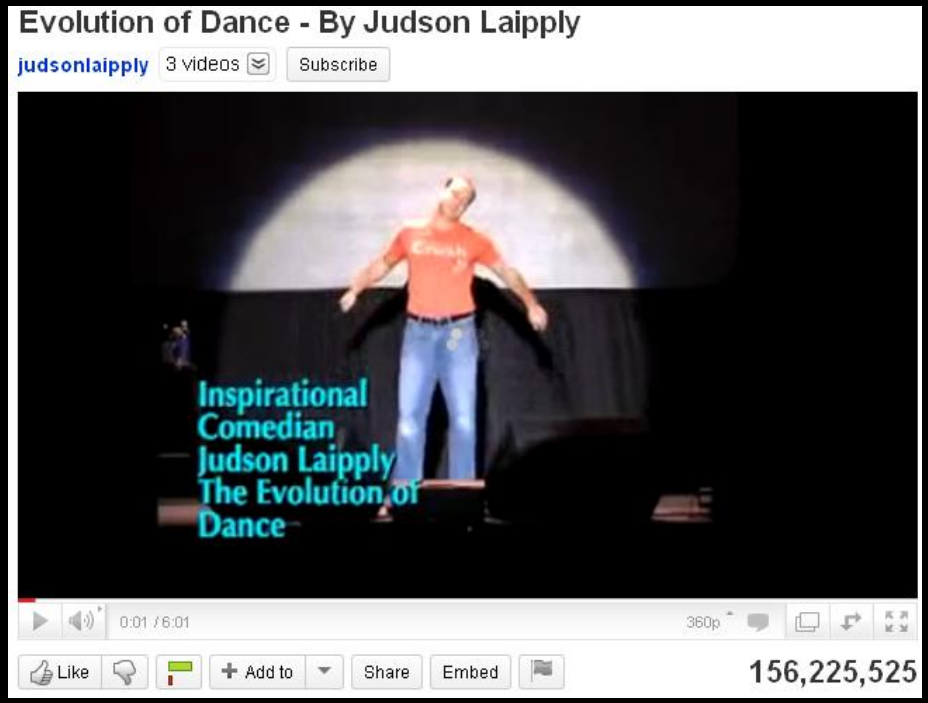
SOUTH AFRICA 2010

FIFA WORLD CUP

MEXICO 70 WM 74 Argentina '78 © 1975 AFA/FIFA TM ESPAÑA 82 MEXICO86 ITALIA'90 WorldCupUSA94 FRANCE 98 WORLD CUP 2002 FIFA WORLD CUP KOREA JAPAN FIFA WORLD CUP GERMANY 2006 Brasil 2014

# Apple iPhone 4, FaceTime y iMovie

# Efectos del Video en la Red




## Evolution of Dance

Desde: Diciembre de 2006
Veces que se vio: 156 millones

## Shakira – Waka Waka

Desde: Julio de 2010
Veces que se vio: +232 millones

360p: 20 MBytes
1080p: 100 MBytes

# It’s not about us…

# COLLABORATION NETWORKS

will be to enterprises
whatsocial networksare to consumers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# Collaboration will be all about the **USEREXPERIENCE**

any Media…

any Application…

any Device, Client, Platform…

any Time, Anywhere…

any Consumption Model…


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# Changing the Way We Work

Expanding Collaboration to include Broader, Richer Interactions


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# Cisco Collaboration Portfolio

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# Pervasive Video

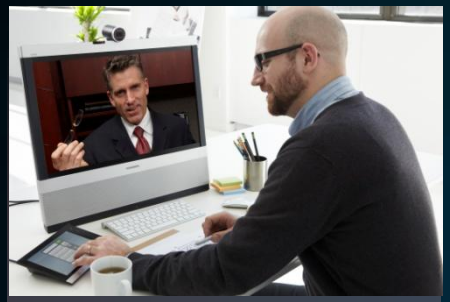
## Make Video as Easy, Pervasive and Robust as Voice, Text

- Video as an integral part of architecture
- Solutions for every scenario (applications, endpoints, media services)
- Optimized experience for each participant regardless of device
- Built-in scalability, security, QoS

# Cisco TelePresence

**Cisco TelePresence** es el motor de la nueva forma de trabajar, donde todo el mundo, en todas partes puede ser más productivo, a través de la colaboración visual.

# La Promesa de Cisco TelePresence



## Calidad

- Natural communication
- High definition
- Face-to-face, in person experience
- Low latency
- Wideband audio

## Simplicidad

- One button to push
- Continuous presence
- Intuitive controls
- Integrated scheduling
- Ad hoc flexibility

## Confiabilidad

- Low TCO
- Standards based
- Investment protection
- Scalability

## Colaboración

- Interoperability
- Webex, DMS, IPC, Customer Care integration
- Intercompany
- New experiences
- Doing more, better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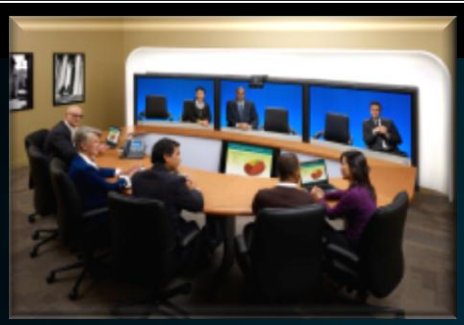
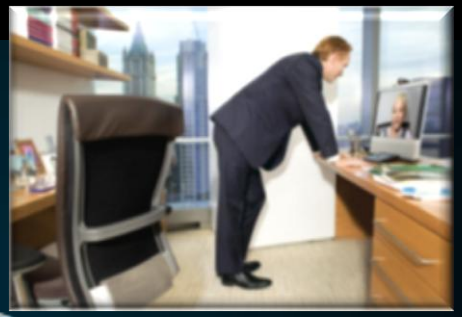
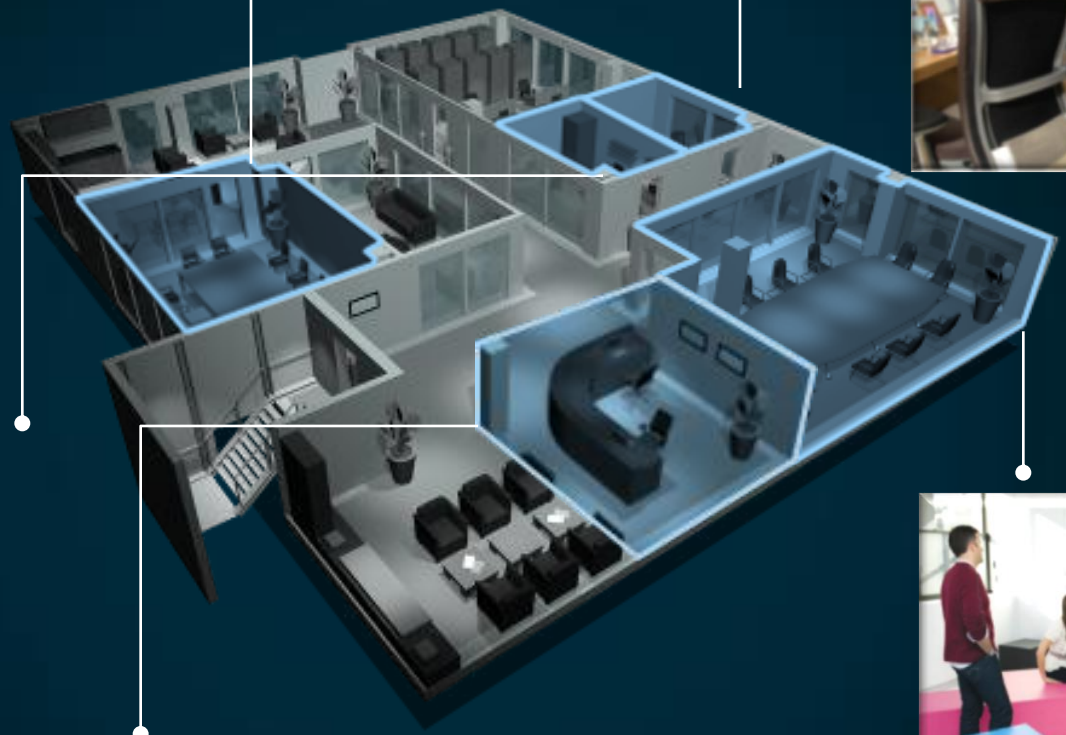
# El Video En Su Organizción



**IMMERSIVE**
Virtual meetings to strengthen relationships and finalize decisions with executives from around the globe

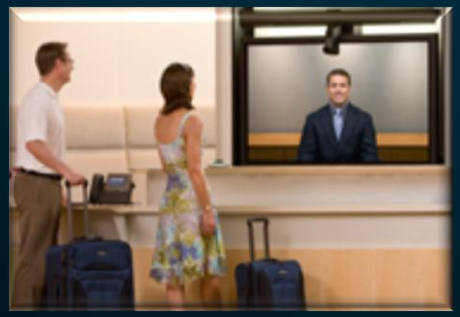


**EXECUTIVE OFFICE**
Manage by "walking around" right from your desk



**DESKTOP**
Daily video that integrates with existing business tools

**ACTIVE COLLABORATION ROOM**
Bring teams together into a virtual meeting room. React, plan, and create at a moment's notice



**LOBBY AMBASSADOR**
Meet and greet visitors from thousands of miles away.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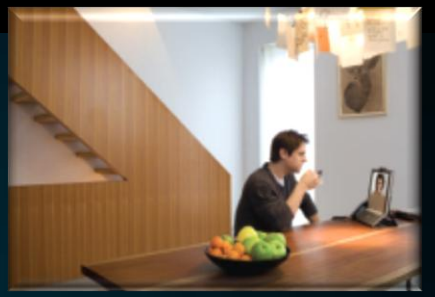
# … y fuera de ella

**CUSTOMER CARE**
Reach subject matter experts on demand

**HOME OFFICE**
Productivity has no boundaries, whether in the office or working from home



**ANYWHERE**
Mobile solutions for mobile people.
Webex Exchange.
HD Recording Studio.

**INDUSTRY**
Reach suppliers on the manufacturing floor, technicians on site, and emergency responders in the field

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# Home TelePresence esta aqui!!!

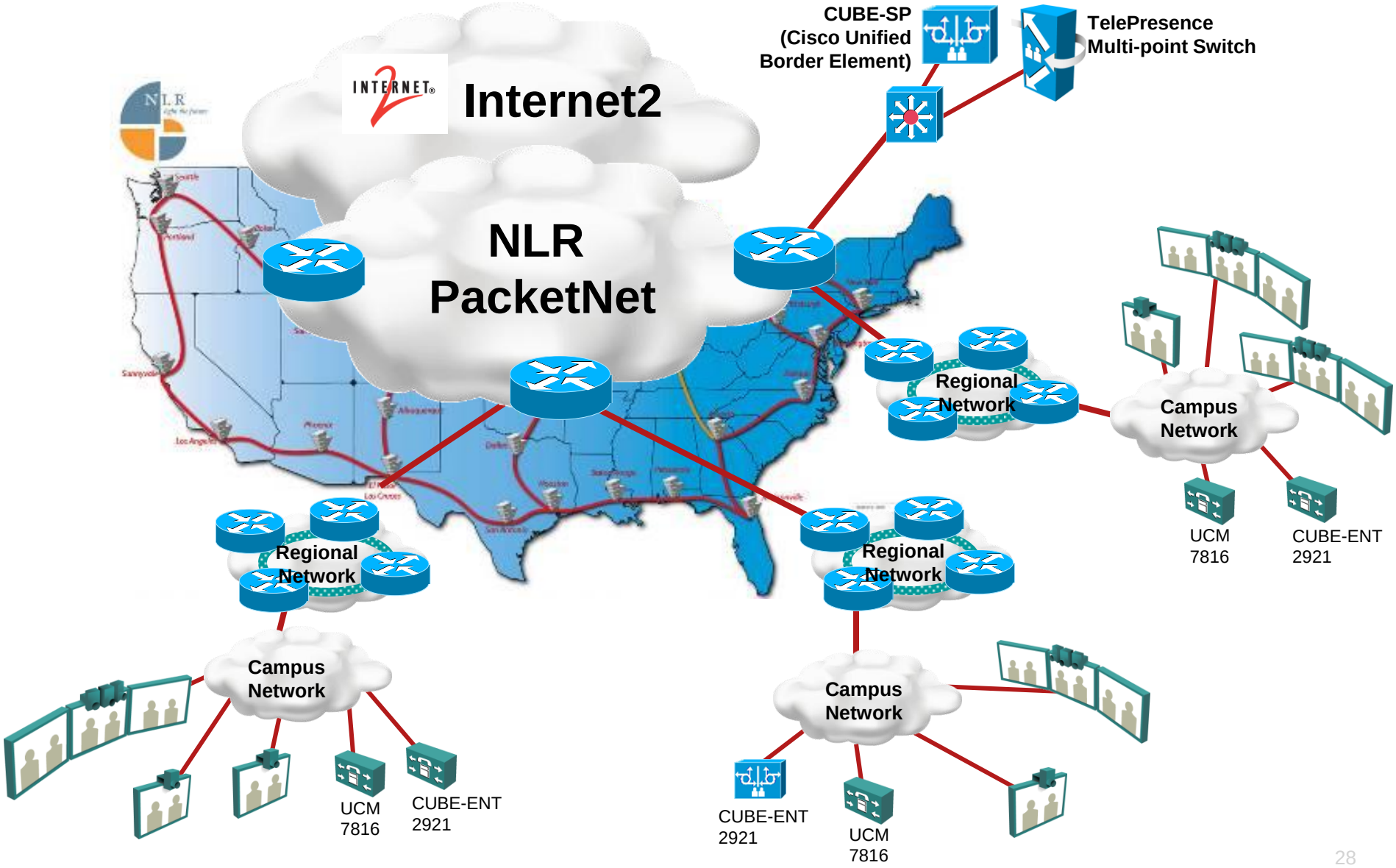
# The Global NREN TelePresence Community

- Universities worldwide are using NRENs to enable TelePresence
- The Internet2/NLR Cisco TelePresence Exchange serves:
  - more than 100 Cisco TelePresence systems
  - universities in 15 U.S. states and 14 other countries
- Internet2 and NLR plan to work together to further develop this exchange to expand its capabilities

***"As more people and institutions are on the TelePresence network, the more valuable it becomes for all members of the community."***

***- Grover Browning, NLR Director of Engineering and Operations.***

# US NREN Support for TelePresence

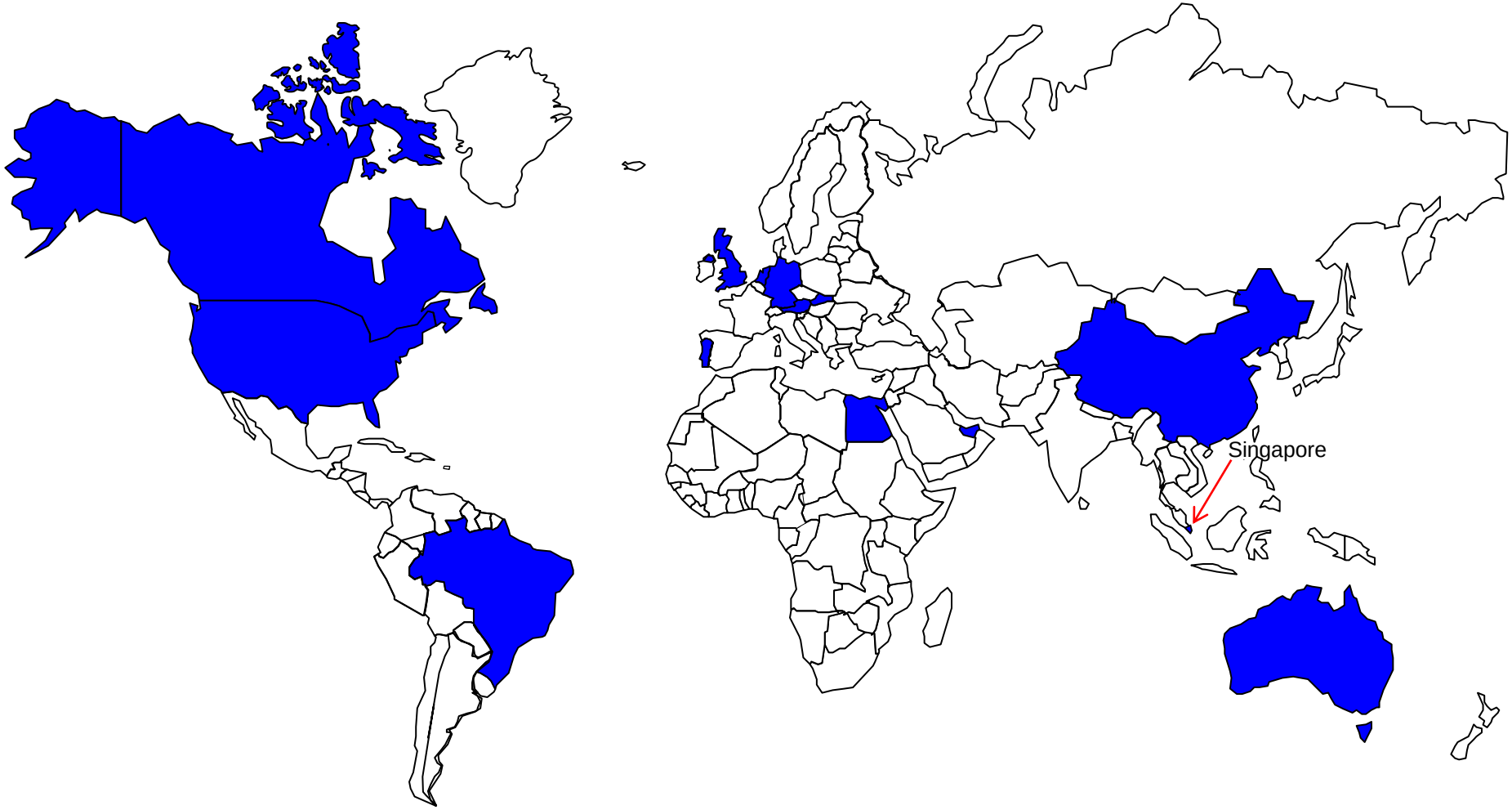


# The Global NREN TelePresence Community

Baylor University
California State University System
CENIC (California State R&E Network)
City of Boston
City of Cambridge
Cisco Center for Excellence
Cornell University
Duke University
Florida International University
Fresno, CA Unified School District
Fryeburg Academy
Garden Grove, CA Unified School District
George Mason University
Georgia Tech University
Harvard University
Indiana University
Johns Hopkins University
Long Beach, CA Unified School District
Madison Area Technical College
Massachusetts Institute of Technology (MIT)
National Lambda Rail
New York University (NYU)
North Carolina State University
Oakland, CA Unified School District
Paradise Valley Unified School District
Pennsylvania State University
Pittsburgh Supercomputing Center
Purdue University
Rice University
Riverstone Energy
Smithsonian Institution
Stanford University
Towson University
University of California, Berkeley
University of California, Irvine
University of California, Los Angeles
University of California, San Diego
University Of Colorado
University of Denver
University of Illinois Chicago
University of North Carolina Chapel Hill
University of Maine
University of Michigan
University of Missouri
University of South Carolina
University of Southern California
University of Texas
University of West Virginia
University of Wisconsin
US National Science Foundation
Virginia Tech
Wake Forest University
University of Melbourne (Australia)
University New South Wales (Australia)
University of Southern Queensland (Australia)
University of Queensland (Australia)
Vienna University of Economics (Austria)
Universidade Candido Mendes (Brazil)
University of Manitoba (Canada)
Peking University (China)
People's University (China)
Zhongshan University (China)
Bibliotheca Alexandrina (Egypt)
Fraunhofer Institute (Germany)
NATO C3 Agency (Netherlands)
Stenden University (Netherlands)
Museu do Design e da Moda (Portugal)
Technical University of Kosice (Slovakia)
Slovak University of Technology (Slovakia)
University of the Arts (United Kingdom)
University of Warwick (United Kingdom)
National University Singapore (Singapore)
American University of Dubai (UAE)

**Most universities and university systems listed above have multiple TelePresence units.**

# TelePresence in Education

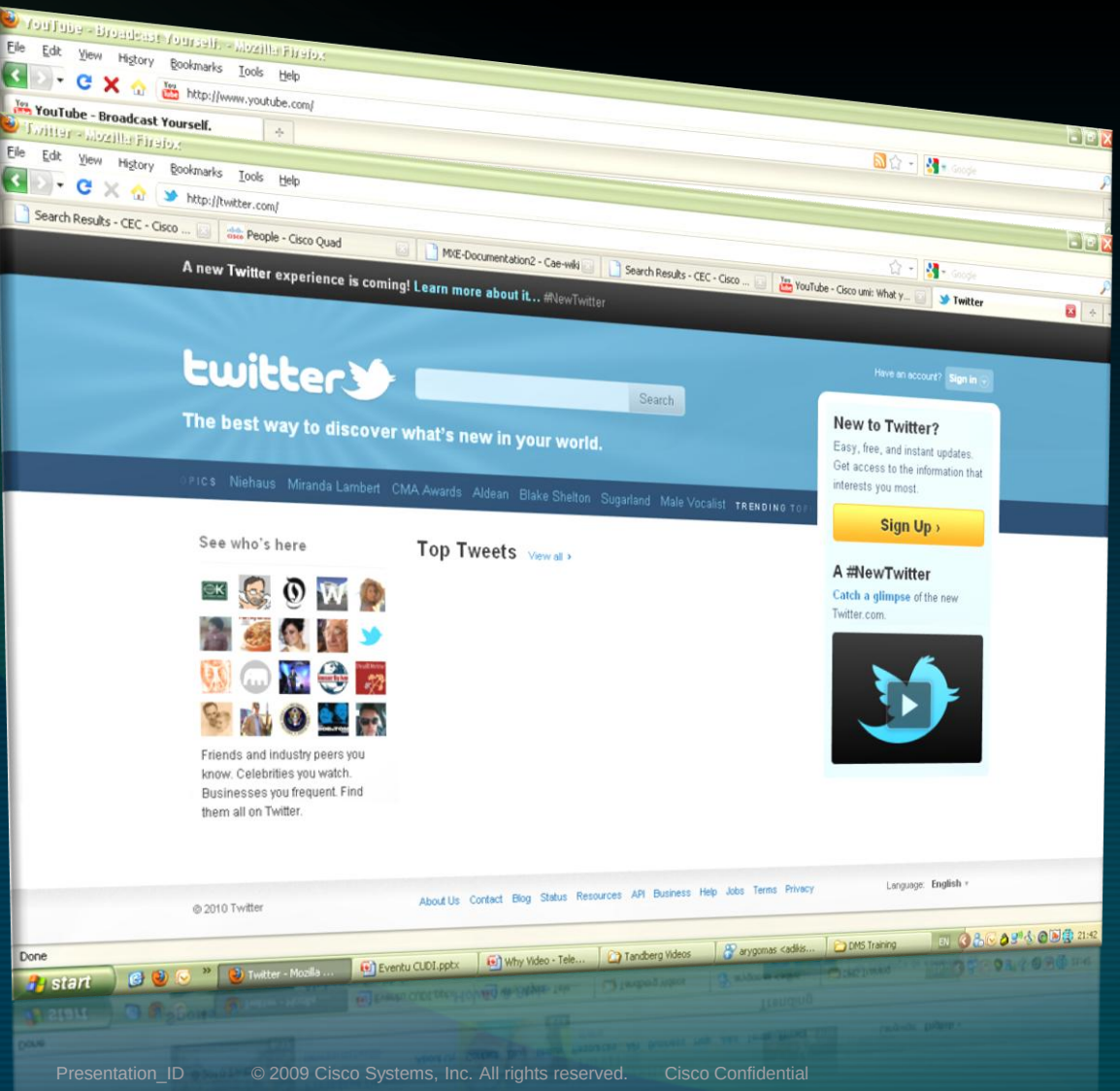


# Enterprise Social Software

## Harness the Power of Social Software within the Enterprise

- Deliver enterprise-grade security, policy and scalability
- Converge UC, social and video capabilities
- Pre-integrate &interoperate with existing collaboration and consumer social tools
- Enable personalized user experience
- Easily create, upload, share and search any content including video

# YouTube, Twitter



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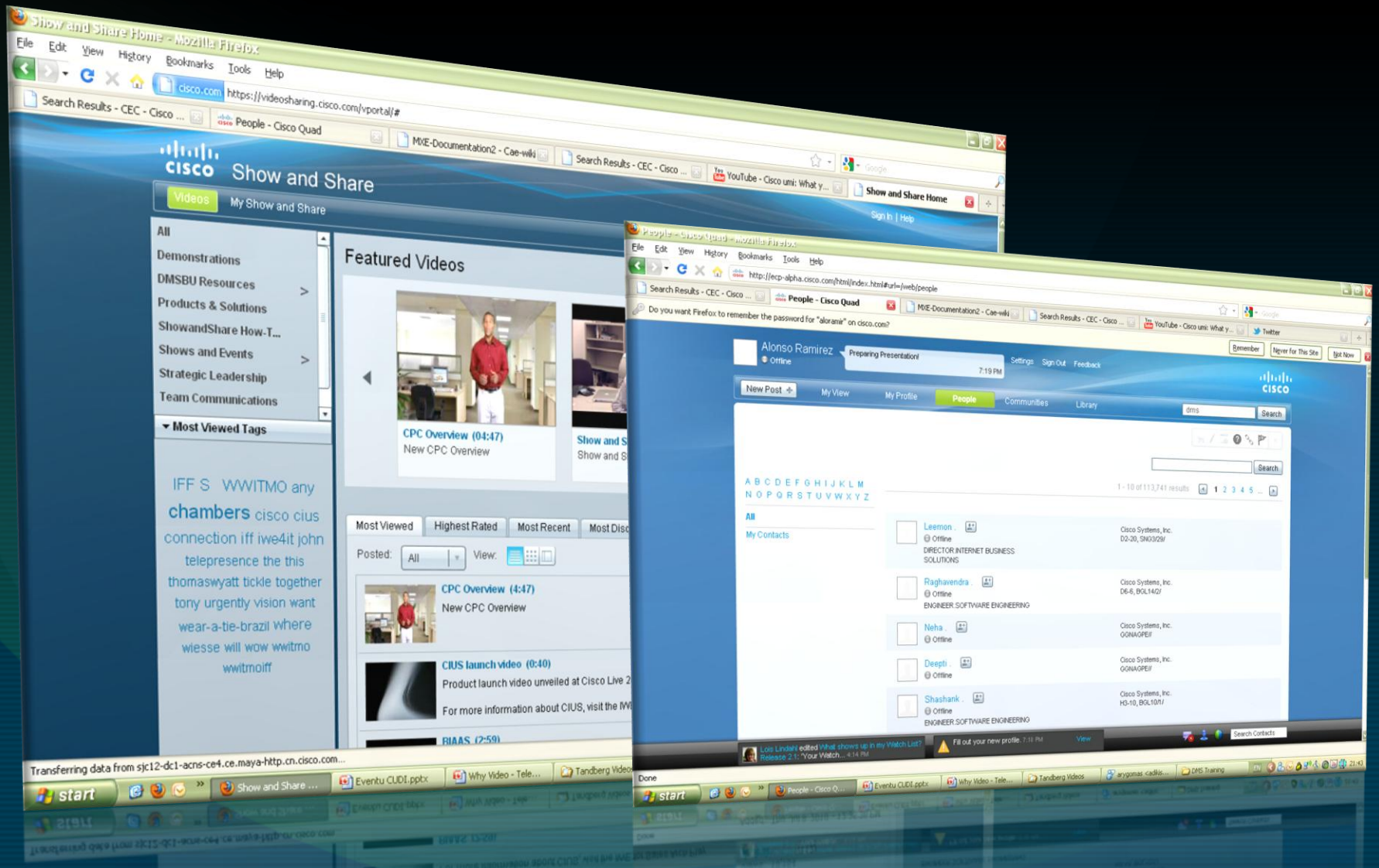
# Cisco Quad, Show and Share





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# Una nueva era en Digital Signage

## Cisco Digital Media Suite

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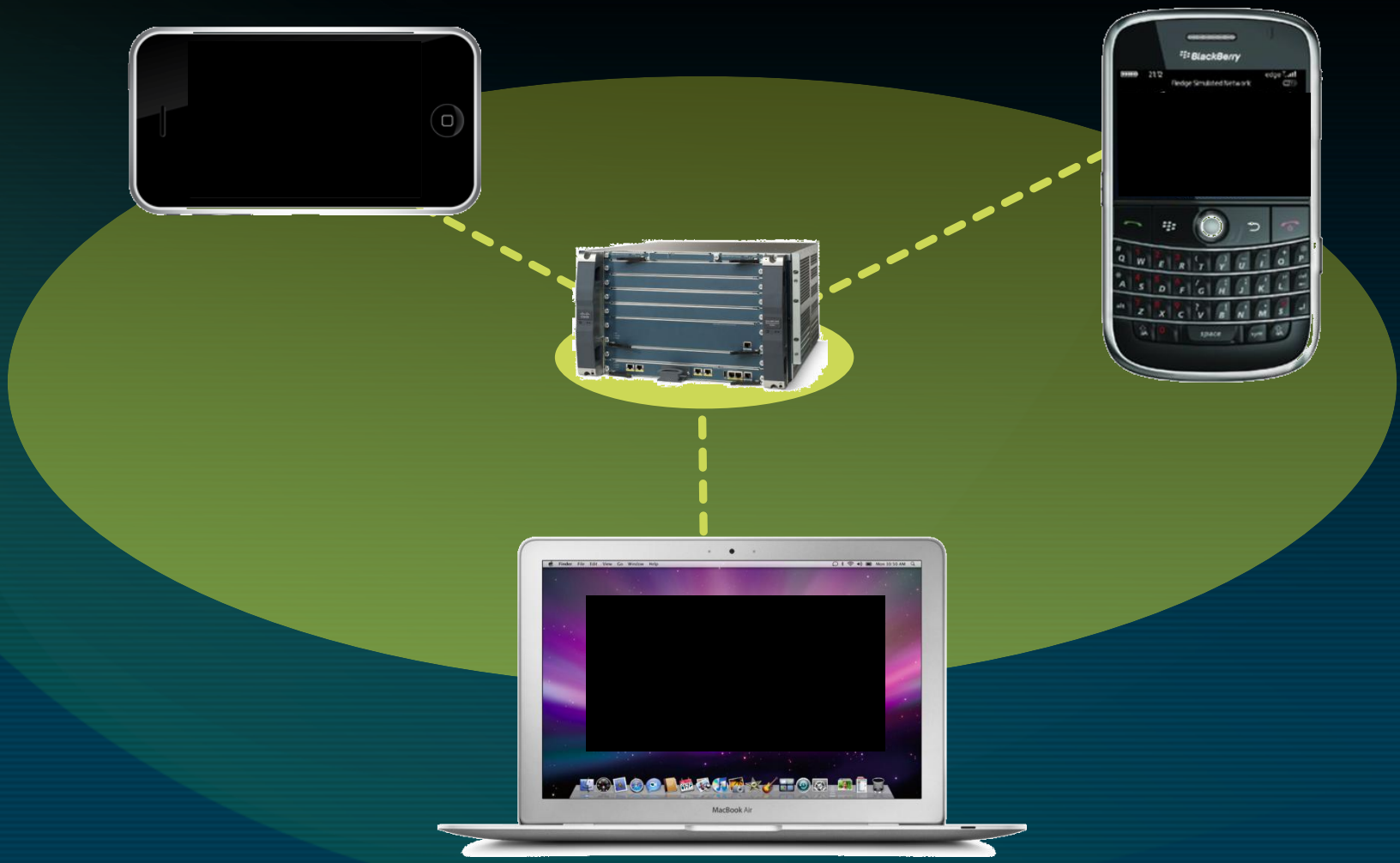
# Any video, any device…

## Media Experience Engine





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# No es acerca de nosotros…

¿Están listos?

Gracias!


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