POLYCOM®

Polycom® SoundStructure™

High performance installed audio solution

Truly immersive installed audio for voice and video conferencing or sound reinforcement

- Advanced audio processing features for a more natural and life-like experience than ever before

- Easy installation and configuration, even for very large or complex systems

- Seamless integration with other Polycom HD-enabled solutions for the true UltimateHD experience

Price	Product	Application
$5,149	SoundStructure C8	Conferencing
$6,699	SoundStructure C12	Conferencing
$8,239	SoundStructure C16	Conferencing
$4,739	SoundStructure SR12	Sound Reinforcement
$719	TEL 1 Single-line PSTN	Telephony add-on card
$1,029	TEL 2 Dual-line PSTN	Telephony add-on card

* North America list price, may vary in other regions

Key Benefits

Immersive Audio Experience

- *22 kHz stereo acoustic echo cancellation (AEC)* is an industry first, delivering a more life-like experience
  - Enables audio from different remote locations to be routed through different loudspeakers, improving talker identification and localization
- *Feedback elimination on every input* lets you design the sound reinforcement system to match the room environment while minimizing annoying acoustic feedback
- *Comprehensive input, output and submix processing* delivers the ultimate in flexibility for any room configuration
- *Gain sharing and gating automixers* provide smoother transitions between talkers, resulting in more natural conversations

Easy to Install and Configure

- *OBAM™ matrix architecture* makes it easy to seamlessly connect multiple units together, for up to 128 inputs and outputs
- *SoundStructure Studio software* makes it easy to design your room audio, whether large or small, making installations simpler and faster
- *Flexible telephony options* for single or dual-line PSTN cards today, easy upgradeability in the future
- *Integrated Ethernet* lets you access the system from anywhere on the network, speeding up configuration and problem diagnosis

Polycom Integration

- *Direct integration with Polycom HDX* with auto-discovery and configuration and fully digital audio for the ultimate performance
- *Extend HDX audio features* such as StereoSurround™ and Siren™ 22 with SoundStructure's stereo AEC and advanced processing for a truly immersive experience for users
- *Integration with HDX microphones* delivers a solution that is easy to configure and install, even in audio-only environments without video conferencing

Polycom® SoundStructure™

1 Qualifying Questions

Q: Do you have board rooms or other executive meeting areas that demand high quality conferencing?

Q: Do you have large meeting environments, such as training and presentation rooms, large conference rooms, or distance learning rooms?

Q: Do you have conference rooms with challenging acoustics, such as walls of glass, or unusual dimensions?

Q: Do you have conference rooms where some participants sit near the edges, making it difficult for remote participants to hear them?

Q: Do your rooms require sound reinforcement so local participants can hear the presenter or each other?

Q: Are you using or considering Polycom HDX high-definition video conferencing?

A: *If the answer to any one of these questions is* yes*, your customer should consider* **Polycom SoundStructure.**

2 Value for Your Audience

To the AV Professional

- *Advanced audio processing* delivers the ultimate in sound quality and flexibility

- *22 kHz stereo AEC* delivers amazing audio and enables more efficient and natural collaboration

- *Integrated Ethernet* makes it easy to configure and manage from anywhere on the network

- *Flexible telephony options* provide investment protection and upgradeability

- *Polycom HDX integration* ensures your conferencing solutions work together seamlessly

- *HDX microphone options* provide flexibility and easy integration

To the End User

- *Natural, life-like conferencing* makes meetings more productive

- *Easier to hear all participants*, even if they are sitting on the edge of the room or are quiet talkers

- *Use the familiar HDX remote control or control panel system* – no new interfaces to learn

3 Overcoming Objections

Q: Isn't using a conference phone good enough?

A: *SoundStructure's configurable audio greatly improves audio quality and microphone pickup to all corners of the room, far more effectively than even the most advanced conference phone.*

Q: Aren't installed audio products too expensive?

A: *Not when you consider the productivity impact when meeting participants can't hear or understand what is being said, especially in corporate board rooms and other important meeting facilities.*

Q: Isn't the audio built into the video conferencing system good enough?

A: *SoundStructure provides far more advanced and configurable audio processing than any video codec. If you have good video quality with inadequate audio quality, you receive much less than the full experience. Especially when paired with HD video from Polycom HDX, SoundStructure completes the experience.*