



Polycom CX5500 / CX5100 Unified Conference Stations

1 PC Network Inc - www.1pcn.com/lync
2013

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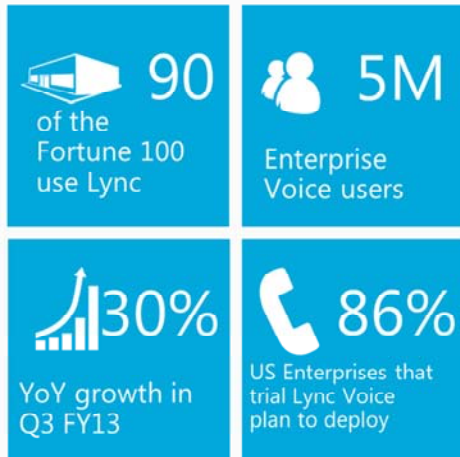
- Revision notes: 10/10/2013 Changed expected availability dates (slide 2)

Agenda



- Market momentum
- Customer needs
- Enhancing everyday Lync usage
- So what's new about the Polycom CX5100 / CX5500?
- Polycom CX5100 / CX5500 Benefits
- Polycom CX5100 / CX5500 Positioning

Lync gathers momentum with increasing market position



End customer needs for Lync conferencing



"I expect to see and hear all the folks on the Lync video conference in better quality so that I have a more engaging meeting—instead of worrying about poor video and audio quality."

"It would be great if I could easily pan to focus my attention on the person speaking"

"I don't want to learn how to use a new video conferencing app. Why can't I just use Lync Video?"

IT Staff needs for and during Lync conferencing



“I’d like to give my users a simple ‘plug-and-play’ video conferencing device to use with their laptops, without them having to call IT Support.”

“Allowing users to setup adhoc video conference calls from any room would allow my IT support resources to be focussed on more important tasks.”

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- If you meet all of these requirements (customers and Its) with the best technology available and the user experience is easy to use ... video collaboration use in conference rooms is a success .. and your users will book more and more video collaboration sessions in these rooms
- More room use equates factors into realizing your Return on Investment
- Reduced training and support also minimizes IT involvement

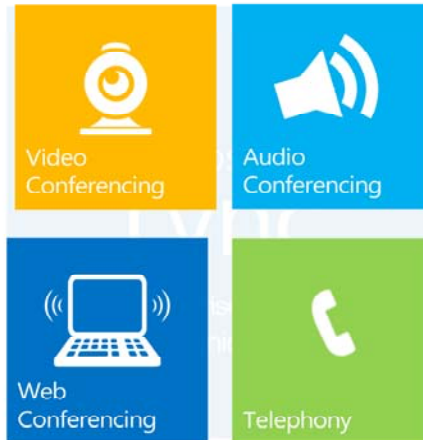
Polycom CX5100 / CX5500: Enhance everyday use of Lync 2013

Optimized for
 Lync



Polycom CX5100

Expected Availability: 15 Nov 2013



Polycom CX5500

Expected Availability: Q1'2014



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The CX5100 and CX5500 are successors to the CX5000 HD

The CX5100 is “USB only”

The CX5500 adds SIP Telephony/VoIP usage as a stand-alone conference phone - connected over Ethernet to place calls through Lync Server or IP PBX that it is registered to as a “conference phone” – equivalent to a SoundStation IP 7000.

There is a comparison slide in backup slides to the CX5000HD

Polycom CX5100 / CX5500: Enhance everyday use of Lync 2013

Optimized for
 Lync



Sales Training
(One to Many)



Agencies reviewing
creatives with clients



Project reviews with
offshore software partner



Adhoc video-enabled
meeting room for start-up



Group Video for
emergency worksites



Remote offices with no IT
staff to enable video
conferencing



Collaborative discussions
on architectural designs



Important company
events and meetings



It fits most room sizes and applications where Lync is the preferred collaboration platform

Automatic speaker detection in 360 degrees makes collaboration easier.

When you get into larger room sizes ... like classrooms ... where auto-zooming would be necessary to better frame the active speaker, we'll want to show you the HDX or Group Series with Eagle Eye Producer as well so the you can make an informed choice.

So what's new about Polycom CX5100 / CX5500 ?

Optimized for
 Lync



HD Video for Active Speaker for Lync 2013

Active Speaker video up to 1080p/30fps
HD 720: 1280 x 720p
VGA: 640 x 480p
CIF: 352 x 288p



Unique 360-degree panoramic room view

Panoramic camera supporting 1920 x 288 pixels (Lync 2013)
New Locking Privacy Cap



Legendary Polycom HD Voice for Lync 2013

Audio based on Polycom SoundStation IP 7000
Audio bandwidth from 160Hz to 22kHz
3 Omnidirectional mics



VoIP/SIP Telephony (CX5500 Only)

Standalone SIP/VoIP telephony supported

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- The SIP telephony in the CX5500 is equivalent to a SoundStation IP 7000

Polycom CX5100 / CX5500 Benefits



More productive meetings in true HD Video, with automatic tracking of the active speaker.

360° View of all participants in the room for a fully engaged meeting with HD Voice.

Reduce training costs with simple USB plug-and-play connectivity with little or no training.

Lower IT support costs and better ROI with adhoc and increased room usage for collaboration.

No need for separate SIP/VOIP audio conference station in the room (CX5500 Only).

Positioning Polycom CX5100 / CX5500

Polycom CX5100



Optimized for Lync Room System

No LCD panel focuses room control on Lync room controller

Telephony via Lync Room System

Video for Office 365 (cloud)

Polycom CX5500

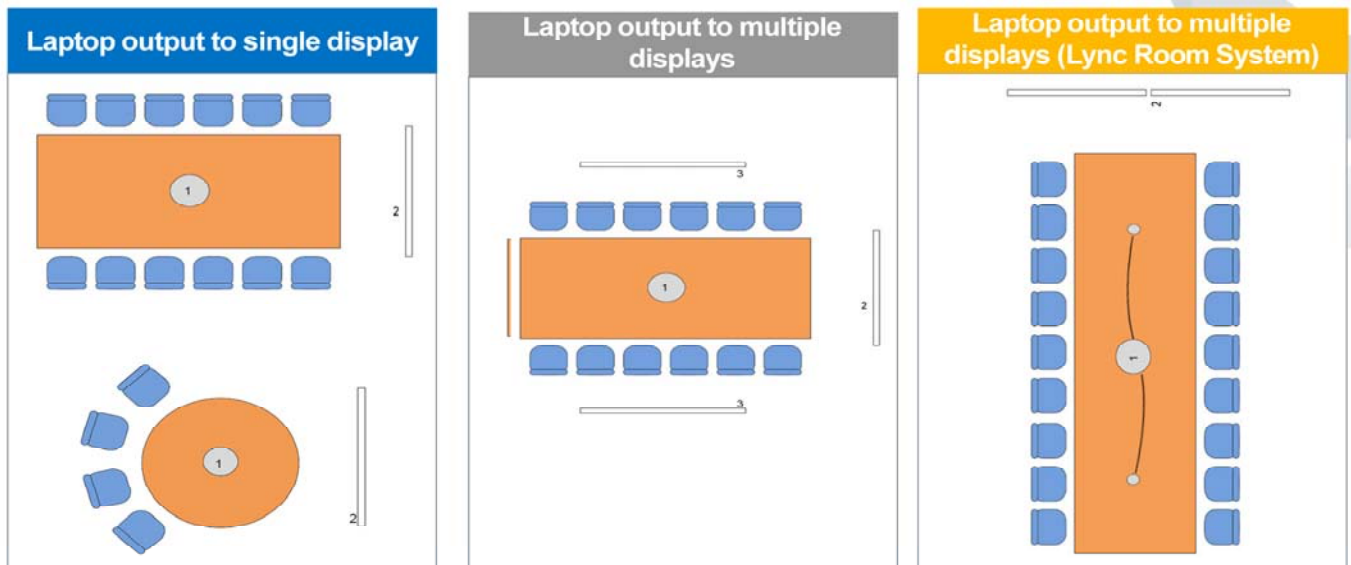


General use with laptop in rooms

Standalone audio conference capability eliminates the need for a second device on the tabletop

Works with OpenSIP Voice platforms or Lync Server

Room layout options for Polycom CX5100 / CX5500



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Since our “round table” UC stations do not include monitors, you will need to consider where you will place monitors in the room

In most rooms, extension microphones would not be needed to hear participants since the microphone range of the tabletop unit is 20 feet / 6 meters. What might be desired by some is the “mute button” on the extension microphone if someone near the end of the table wanted to mute the audio.

LRS = Lync Room System (as defined by Microsoft) ... the CX5100 is a great camera for this configuration. The optional extension microphones are show in this configuration , although a LRS could easily be deployed in many rooms without extension microphones.

Polycom UC Solutions for Microsoft

Voice <i>Desktop & Conferencing</i>	Telepresence <i>Immersive, Room, Desktop, & Mobile</i>	RealPresence Platform <i>Video Collaboration & Management</i>
		
		
  		

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Nearly every solution Polycom offers today supports some level of direct integration into Microsoft Lync and Exchange platforms.

The CX5100 and CX5500 fit nicely for customers who are doing 100% of their video with Lync. We have many customers with mixed vendor environments where connecting non-Lync video endpoints with Lync will be needed.

Come into a executive briefing center and see how the CX5100 , CX5500 and all of the other 40 Polycom solutions that are interoperable with Microsoft fit into your customers Lync environment.

Or bring a CX5100 or CX5500 to your customer's site and let them plug it in and try it. I had one partner tell me that when bring a "round table camera" to the customers location, the customers sometimes write a check on the spot so the partner does not leave the building with the unit. It's that easy to use.

Thank You

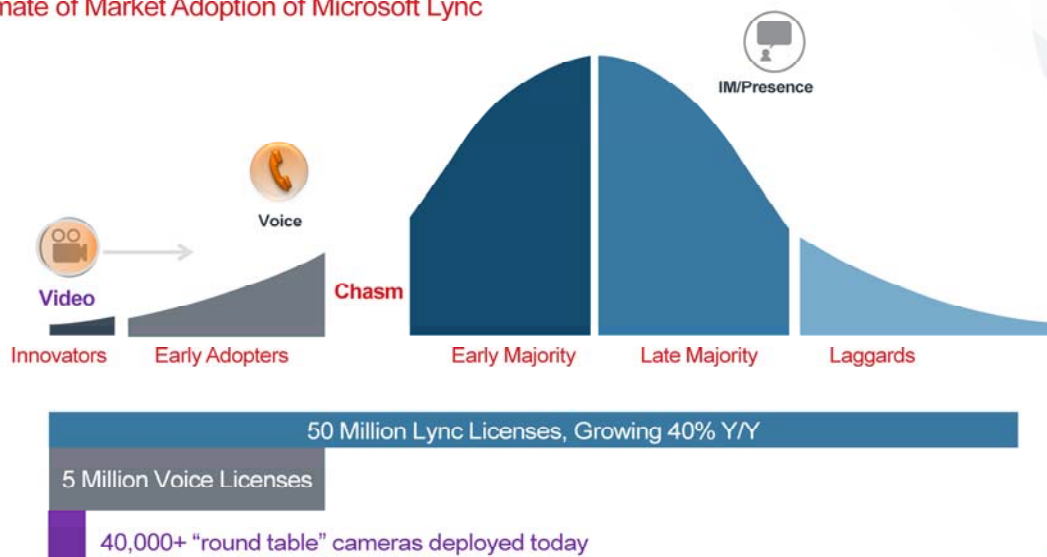


Back-up Slides

- Lync Market Adoption
- FAQs
- Features and Accessories
- Installation and Deployment Guidelines

Microsoft Lync: Moving beyond IM/Presence

Estimate of Market Adoption of Microsoft Lync



Source: Adapted from Geoffrey Moore's *Crossing the Chasm*

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- Technology Adoption - SOURCE: Geoffrey Moore's 'Crossing the Chasm'
- **Tremendous Lync installed base of IM & Presence users – All Polycom-Ready!**
- Voice is opportunity is taking off now
 - 5 Million Telephony users on Microsoft Lync
 - 76% of Lync voice handsets are Polycom
 - 250% growth rate of telephony users
- Video opportunity is fully in front of us (along with Voice) and the CX5100 and CX5500 upgraded "roundtable" platform make this step very easy for customers
- Lync was the **fastest growing business at Microsoft** inFY13 with revenue exceeding \$1B
 - 86% of US Enterprises who trial Lync Voice plan to deploy

Frequently Asked Questions

Q. Are the CX5500 and CX5100 also compatible with Lync 2010?

Yes. They're fully backwards compatible with all environments supported by the current CX5000. However, only Lync 2013 supports 1080p.

Q. What is required for 1080p?

- Quad core laptop or PC
- USB 3.0 port
- Connection to a Lync 2013 server
- Bandwidth

Q. Is the 720p video quality (i.e. Lync 2010 or dual core PC) better on CX5500 and CX5100 than the CX5000 HD?

Yes. New camera optics in the CX5500 and CX5100 deliver a sharper image.

Q. Can I use the CX5500 or CX5100 with a Polycom Group Series or HDX?

No. The CX5500 and CX5100 (like the current CX5000) are USB-connected peripherals.

Frequently Asked Questions

Q. Can I use the CX5500 or CX5100 with a communication environment other than a Microsoft Lync or related environment?

At this time, Polycom neither tests nor supports the use of any of the CX5xxx products with clients other than the Microsoft clients.

Q. Can I use the CX5500 or CX5100 with a Lync client on a Macintosh computer?

CX5100 or CX5500 with a Lync client on a Macintosh computer is not supported at this time. We anticipate that this combination will be supported in the future (TBD).

Q. Will the CX5500 or CX5100 be featured in the Polycom Executive Experience Centers?

Yes. We are planning to show the CX5500 in Microsoft solution demonstrations in selected EECs, either in December 2013 or March 2014 (TBD). Priority will be given to installing them in:

- San Jose
- New York
- London
- Paris
- Singapore
- Sydney
- Additional EECs to follow later in 2014 (TBD)

Technical Specifications (compared to CX5000 HD)

	CX5000 HD (2012)	New CX5500 and CX5100
Active Speaker Video	720p/15fps	1080p/30fps
Panoramic Video	1056 x 144	1920 x 288
Audio	150 Hz – 7.5 kHz	160Hz to 22kHz
Telephony	Analog (POTS) or USB	CX5100 – USB only CX5500 - USB or SIP Telephony
USB	USB 2.0	USB 3.0
Privacy Cap	None	NEW Locking Captive Privacy Cap

2X video improvement with highest Polycom audio quality

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For customers with CX5000's installed today, the CX5000 is qualified for Lync 2013 but will only support 720p

CX5000 supports analog telephony (POTS stands for "plain old telephone service")
CX5500 also supports audio only conference calls , but now uses VoIP instead of analog lines.

Polycom CX5100 / CX5500 Features and Accessories



CX5500 Unified Conference Station
(USB plus standalone SIP Telephony)
Expected Availability: Q4'2013

CX5100 Unified Conference Station
(USB only)
Expected Availability: 30 Sept 2013



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- **Successors to current CX5000/CX5000 HD**
Polycom-developed products with a newly reengineered platform
- **Same use cases as current CX5000/CX5000 HD**
CX5100 is a 360° USB camera for center-of-table use with Lync PC or room system
CX5500 is the same 360° USB camera with a standalone audio conference phone added
No PC is needed to make a SIP audio call

We previewed the CX5100 and the CX5500 at the Microsoft World Partner Conference in July 2013. Our press release generated a lot of interest. We saw a 300% increase in traffic to our Microsoft solutions page on Polycom.com. And our current CX5000 "roundtable" product page gets more traffic than any of our other "Optimized for Microsoft" solutions. There is a lot of demand for this type of solution.

New Locking Cap



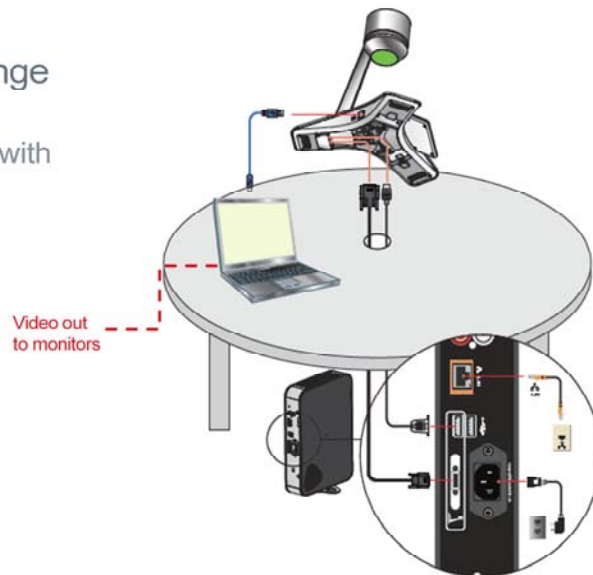
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- The locking cap is "manual" , not motorized
- It is "attached", unlike the cap on the CX5000 which you could take off and set on the table.

Installation in room

- 20 feet (6 meters) microphone range on conference station base unit
 - Covers a very large conference table with no need for additional microphones
- Power Box
 - Install under table
- USB 3.0 cable length
 - Included cables are 3 meters
- Placement of display(s) in room
- Kensington locks



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- One would also typically connect the video out of the laptop to the monitors on the wall

Deployment timing

You can deploy video before Lync voice if the customer has existing IP PBXs in service

Item	Description	Progress
1.	Enabled IM and presence first, in parallel to our existing communications infrastructure	<input type="checkbox"/>
2.	Expanded the number of Lync desktop applications within the organization	<input type="checkbox"/>
3.	Enabled Lync Enterprise Voice	<input type="checkbox"/>
4.	Inventoried existing voice and video assets to determine which ones could be used with Lync	<input type="checkbox"/>
5.	Deployed an enterprise session border controller for scale and security	<input type="checkbox"/>
6.	Migrated SIP trunking and deployed a centralized Lync deployment	<input type="checkbox"/>
7.	Made Lync the primary voice server, consolidating the other voice servers	<input type="checkbox"/>
8.	Turned on advanced voice features like unified messaging and simultaneous ring	<input type="checkbox"/>
9.	Chose a Lync partner to simplify a broad Lync Voice implementation	<input type="checkbox"/>
10.	Retired legacy PBX systems and migrated users and applications	<input type="checkbox"/>
11.	Implemented Lync video	<input type="checkbox"/>
12.	Rolled out Lync with BYOD, starting with road warriors and mobile professionals	<input type="checkbox"/>
13.	Implemented rules of engagement for virtual meetings	<input type="checkbox"/>
14.	Develop Lync-enabled applications, like click-to-call and click-to-video	<input type="checkbox"/>

There is a great checklist resource on Polycom.com for deploying Lync (beyond the basics of IM and chat)

Art Schoeller, Forrester Research has told us that the “Most popular analyst inquiry that he fields is customers that have Cisco for telephony and Microsoft for IM/presence... who ask “now what do we do? “→ this is where **Polycom completes the Microsoft story**”

So in the case where the customer already has VoIP installed and may want to at least fully depreciate their VoIP investment before migrating voice over to Lync, doing a video overlay with Lync retains the flow in how users typically connect “ad hoc” ... and CX5500 would be a great choice for bringing video into a conference room with Lync ... and double as a SIP conference phone connecting through the VoIP platform that is already installed.