

# Aeonix Video Conferencing



**A E O N I X**  
EVERLASTING



# Why Video Conferencing?

“save time, money, and provide an experience that will bridge the gap” (IDC)





## What is Aeonix Video Conferencing? 1/2

- **HD MCU (Multipoint Control Unit) integrated with the Aeonix enabling video & voice conferencing**
- **Provides real-time, ubiquitous conferencing capabilities**
- **Addressing the large and growing market of enterprise video communications, extending the reach of video conferencing to every enterprise**



## What is Aeonix Video Conferencing? 2/2

- Responsible for the media Mixing, Trans-rating and Tran-coding and the conference creation & moderation
- Standard SIP compliant ensuring ease of use and eliminating barriers
- Interconnects any SIP end point

**Offering Unmatched Price/Performance**

# Aeonix Video Conferencing Offering

- **Up to HD 720p resolution**
- **Enterprise capacity- up to 12 viewable / 15 participants**
- **Easy - fast deployment and minimal support**
- **Managed & Controlled**– Intuitive web based, full control
- **Integrated to the Aeonix**
- **Simple & Affordable**





# Aeonix Video Conferencing is right

- **The only Video Conferencing tightly integrated with the Voice environment**
- **Cost of bandwidth, video at consumer devices and BYOD raise the requirements and create the opportunity, at a reasonable cost**
- **On-premises vs. Hosted/Cloud VC comparison parameters comprise TCO, security, simplicity, control and**
- **One stop shop**

# Market Landscape



## High-End Solutions

*Vendors*

*Proposition*

*Target Market*



High End systems, advanced features at a high price

Medium to large Enterprises

## Aeonix Video Conferencing



Smart performance, open video conference solution at the right price

SMB to Enterprise customers

## Online / Cloud Based



Basic functionality, mixed quality, limited interoperability

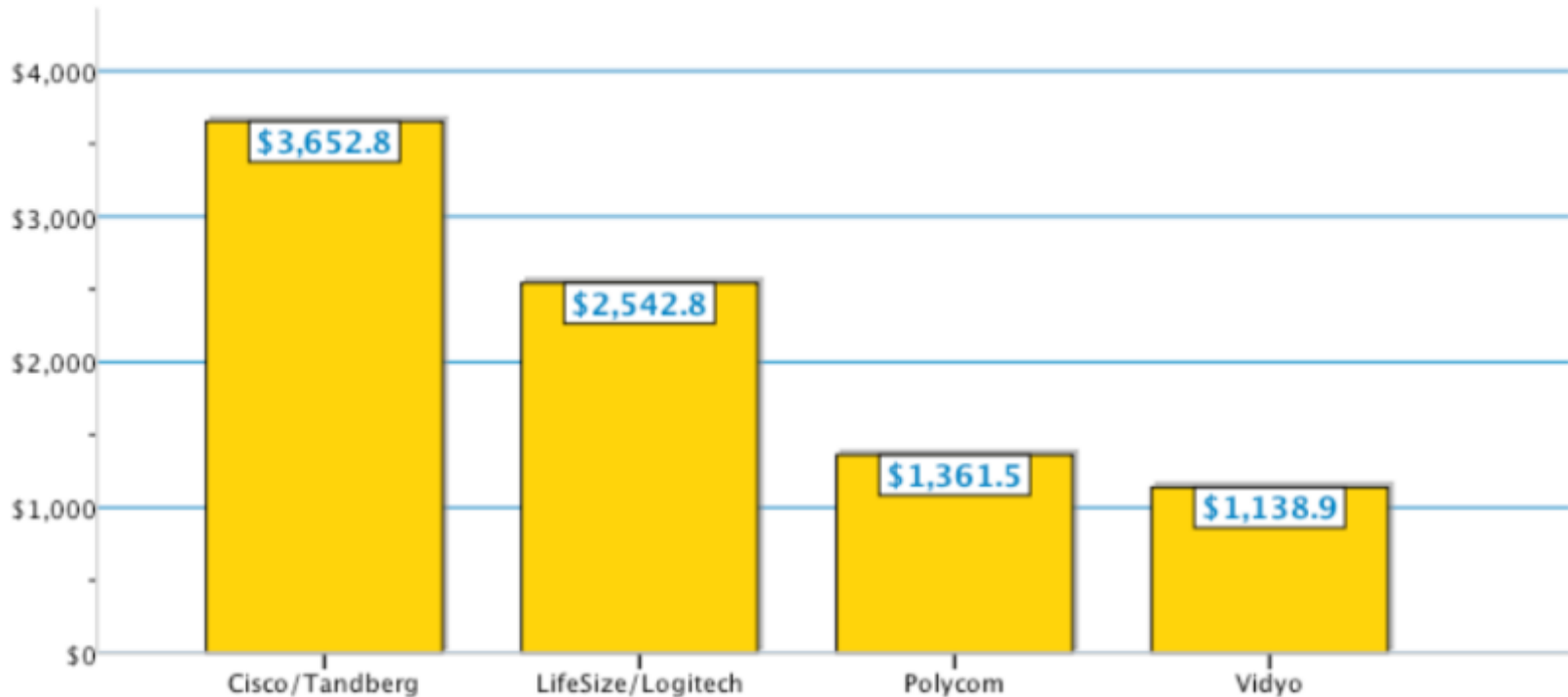
SMB / SME & Consumer Market

Basic features and functions, not secured, lower quality

Consumer Market

# TCO comparison

Average TCO per Endpoint by Vendor (Including Network Upgrades)



- Blue Jeans Networks monthly price per port = ~\$250

Nemertes Research, 2012





# VALUE PROPOSITION

**Simplicity**

**Scalability**

**Cost Effective**

**Quality of Experience**

**Connectivity & Interoperability**

# Aeonix Video Conferencing Product Highlights



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# Specification Highlights

- Standard based signaling and media technology
  - connect different devices, from room systems, to desktop video phones, to video clients running on smart phones or tablets. MCU transcodes the video conference providing the best available video conference quality to every participant.
- Signaling
  - SIP
- Bridge Support
  - Support for both voice only bridge or video conferencing capabilities
- Voice Codecs
  - G711a, G711u, G729, G722.1, G723, iLBC.
- Video Codecs
  - MPEG4, H263, H264
- Video Resolution
  - QCIF, CIF, VGA, 4CIF and HD (720p)



## Specifications Highlights 2

- A single appliance can support multiple access numbers.
- Interactive Voice and Video Response
- The conference rooms can be configured for voice only or video
- Multiple Video Layout Options
  - Different video layouts available, which automatically switch as participants enter or leave the conference.
- Energetic Voice Detection – Dominant Based Layout.
  - Participant placement within the dominant speaker layout is updated based on continuously measuring all active voice participants and concluding the top five active energetic participants within a conference.



# Specifications Highlights 3

- Leader dashboard (moderator) enables the following:
  - Set the dominant speaker
  - View participant media information
  - Mute/Unmute Voice
  - Mute/Unmute Video
  - Hangup a participant
  - Mute/Unmute all Participants
  - Invite Multiple Participants (Dial Out)
  - Change the default layout to Equal or Dominant based layout.
- Dynamic Video Layouts
  - As video participants join the conference, the layouts automatically adjust to provide the optimal coverage of all viewed participants.