



Polycom supports Fujitsu Siemens Computers' green credentials, cuts travel costs and delivers enhanced financial briefing experience

Polycom helps Fujitsu Siemens Computers support its green credentials by leveraging state of the art technology for an immersive telepresence experience for its annual press and analyst conference.

The Challenge

To 'walk the talk' by being innovative in line with the company's cutting edge technology, to be green in line with its commitment to minimising its environmental impact and yet to maintain an effective, productive 'face-to-face' experience for its annual press and analyst conference.

The Solution

Deliver a totally immersive telepresence experience employing Polycom's telepresence suites in Slough in the UK and Hallbergmoos near Munich, Germany that are equipped with Polycom® High-Definition Realpresence Experience™ RPX™.

The Results

A genuinely memorable videoconferencing experience that helped reduce air miles and therefore carbon emissions, that advanced Fujitsu Siemens Computers' hi-tech image and achieved all the efficiencies, productivity and communication goals expected of a face-to-face meeting.

Fujitsu Siemens Computers, Europe's leading IT infrastructure provider jointly-owned by Fujitsu Ltd and Siemens AG, holds annual press and analysts conferences to update the media and financial industry on company performance. Traditionally, these have involved live conferences with key analysts in various locations around Europe together with face-to-face meetings, teleconference calls, paper or electronic communication with members of the media. This piecemeal approach was not only costly and time-consuming but also environmentally damaging due to the number of air miles flown by those involved.

Environmental protection has been a key element of Fujitsu Siemens Computers' corporate philosophy and product development strategy for more than 20 years. So the company decided to do something about this high-profile event that would show the world that it meant business when it came to conducting business in a socially responsible and environmentally-friendly manner.

"We naturally began thinking about videoconferencing because we had heard the buzz around the 'immersive telepresence' experience offered by Polycom," explained Bernd Einmeier, Head of Analyst Relations, Fujitsu Siemens Computers. "We asked for a demonstration at their Munich offices where they have a fully-equipped, state-of-the-art telepresence suite."

Based on its high-end Realpresence Experience™ RPX™ system, Polycom's immersive telepresence experience is the most extraordinarily realistic videoconferencing experience in the world. Featuring a 5 metre wide, 48:9 aspect ratio cinematic screen plus broadband quality camera and High Definition (HD) video and sound, it takes videoconferencing into another level of realism. Lighting, seating and the location of microphones and speakers all contribute to a 'cinema' surround-sound experience where participants report it being as though they were in the same room as their counterparts in the telepresence suite at the far end.

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"We were blown away by the demonstration," exclaimed Bernd Einmeier. "With our next annual press and analyst conference fast approaching, we felt we could make the decision and move forward straight away."

Consequently, Polycom's telepresence suites in their headquarters in Slough and Hallbergmoos were booked for the day and the invitations were sent out to the journalists and financial analysts, who were mainly located only a short journey away in London.

The next step was to record a presentation by the CEO and President of Fujitsu Siemens Computers, Bernd Bischoff, that could be replayed for the participants on special in-desk monitors in the telepresence suites. This was undertaken using Polycom's RSS2000™ solution (recording and streaming server). The RSS2000™ is an on-demand recording, streaming and archiving solution for multimedia conferences such as the one being planned by Fujitsu Siemens Computers. The RSS2000™ solution would enable the conference, along with the CEO's presentation, to be streamed over the Internet for members of the media who weren't present in the telepresence suites.

Everything was in place and the analysts arrived at the designated time at the telepresence suite at Polycom's EMEA headquarters in Slough. The Slough RPX was connected to the Hallbergmoos RPX where CEO Bernd Bischoff and CMO Barbara Schädler along with several other Fujitsu Siemens Computers executives were present to answer questions at the end of the conference. The Q&A session was opened up to the analysts in Slough and then to the media personnel who were on dial-in audio links and internet connections at various remote locations.

"We are delighted with the results of our Polycom-facilitated interactive meeting with leading industry analysts and the media," said Bernd Bischoff. "It was a very innovative and professional use of immersive telepresence technology and had the added benefit of minimizing the effort and travel for the event. It provided an excellent experience for all participants as we all did appear to be in the same room. The event validates our efforts in using information technology conscientiously to protect our planet."

The analysts' feedback was equally enthusiastic with many stating that it was effective and productive and that the telepresence experience delivered all of the up-close intimacy of a genuine face-to-face conference. One analyst in Slough was impressed when he asked a question of Bernd Bischoff and, when the CEO leant forward to address him, it felt as though he was across the other side of the table.

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"The most striking features of the telepresence experience are the life-size proportions of the people on the screen together with the fact that the cameras are behind the back-projected screen itself," explained Bernd Einmeier. "This means when you look at people in the eyes on the screen, as you naturally do when you meet in person, you are also looking straight at the camera. This EyeConnect technology, combined with the HD sound and vision quality, enables a genuinely realistic 'face-to-face' experience."

Steve Leyland, Vice President for Europe, the Middle East and Africa (EMEA) at Polycom, said that the event was a real showcase of Polycom's unique immersive telepresence technologies aimed at supporting companies like Fujitsu Siemens Computers in a specific business activity. However, he claims that telepresence does more than improve communications, cut travel costs and increase productivity in an enterprise.

"It is also increasingly viewed as a critical green technology - valuable as an immediate means of reducing an organisation's carbon footprint," he added.

Set against the backdrop of softening world economies and escalating fuel costs, Polycom's collaborative conferencing solutions are a genuine alternative to costly and environmentally-damaging corporate travel.

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