

"Users shouldn't have to worry," McFadzen says. "The audio and picture quality should be the same (regardless of vendor make or network)."

The impact of OVCC's work should greatly speed adoption of teleconferencing and telepresence, he says.

"Companies that have invested in this technology want to talk to customers and their supply chains," McFadzen says. "The more open the systems are, the faster that growth will occur."

Having delegated the work to committees, McFadzen hopes to publish the first set of vendor terminal certifications and a blueprint of operational guidelines by the second quarter of 2012, but he admits that the work is a "journey" that will be accomplished over time.

Weinstein describes the OVCC as "a baby step in the right direction."

"But if we don't do this, we won't ever get to full network peering (interoperability)," he says.

#### FEEDBACK FROM A GLOBAL SYSTEMS INTEGRATOR

An executive vice president of a global systems integration firm says the success of OVCC depends on how much it costs and how readily it is adopted.

"There's a fair amount of ego in IT departments," he says, implying in-house resistance.

A key to successful inter-company videoconferencing is allowing plenty of time for staff in all locations to make sure all the equipment, protocols and algorithms are compatible and working properly, the systems integrator adds. Even if all equipment is standards-based, it pays to check everything in advance because these calls "have a high degree of failure" over the Internet, he says. Using an exchange assures that the connection will be over a dedicated network, but even these providers need time to perform the same checklists, says.

In addition, complex videoconferences will run more smoothly if companies find an internal expert who will champion the technology and support people through the process, the systems integrator says. Except for power users, employees typically just want to do their jobs and can find videoconferencing challenges daunting, he adds.

#### TRACKING THE EVOLUTION

It remains to be seen how videoconferencing will evolve, especially since usage of videocon-

## Real Time Justice

The Brazil Supreme Court System has upgraded their AV system to transmit signals captured during plenary, first class, first class, auditorium, and training room sessions at their facility. These AV signals, and more than eight channels of free DTV, also needed to be transmitted to approx 100 receptors distributed in dependencies of the Brasil Supreme Court. The reception points are located in Minister's offices, audio recording, and support rooms.

According to court representative and Contemporary Research, the new AV system can transmit video signals in 1080i HD resolution and also incorporate equipment with video component YPbPr. This is key because the video signals captured at the Brazil Supreme Court are available in YPbPr. Also, the Contemporary Research modulators have proven to be the most economical options.

which unfortunately isn't compatible with web conferencing, he adds.

## Equipment Used:

- \* Sony Cameras
- \* Biamp Amplifiers Audio
- \* BeyerDynamic Microphones
- \* Kramer Matrix A/V
- \* Contemporary Research QMOD-HDSC HDTV (13)
- \* Contemporary Research RK2EZ (6)
- \* Contemporary Research ICE-HE ETHER-NET (1)
- \* Contemporary Research SW-DX (1)
- \* Contemporary Research CC-COM-B (100 units)
- \* Contemporary Research HD2-RC (100 units)
- \* Contemporary Research ICC2-ATSC+ (100 units)

INFORMATION COURTESY OF CONTEMPORARY RESEARCH

ferencing varies so widely, the systems integrator adds. Some companies have thousands of videoconferencing rooms and others have none.

The systems integrator's prediction that companies may settle on a few telepresence rooms connecting to desktops is interesting in light of Polycom's recent launch of the m100, a telepresence desktop.

The two corporations contacted for this story, in fact, use videoconferencing very little at the moment and telepresence not at all. Steve Hershauer, a collaboration senior engineer with Dow Corning in Midland, Michigan, says they have decommissioned their old ISDN rooms and are using web conferencing instead of dedicated videoconferencing rooms. Globally, the company uses room-based videoconferencing,

#### DEFINING TERMS: TELEPRESENCE AND IMMERSIVE SYSTEMS

A word about telepresence/immersive systems. Yes, the term telepresence is being applied loosely, often to systems that actually are only high definition with, hopefully, a good aspect ratio. If AV managers have trouble keeping the terms straight, they are not alone. Room systems or immersive systems? Here's a clue: sometimes the difference hinges on the number of screens.

#### PRODUCT TRENDS

Polycom and others are now pitching their teleconferencing systems as a package or ecosystem of offerings rather than a single product, enabling customers to pick and choose. "A smart move," says Weinstein.

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Matrox's MuraControl allows users to remotely switch, scale, and manipulate input sources on the Matrox Mura MPX-powered video wall using just an iPad and a network connection. Learn more on [avtechnologyonline.com/nov11](http://avtechnologyonline.com/nov11)

