

PanaCast[®] Experience

Built for Skype[™] for Business (formerly Microsoft[®] Lync[®]¹)



Global competition, economic uncertainty, and the changing nature of the workplace are compelling businesses to boost collaboration in order to become more agile and responsive. In a work culture dominated by virtual meetings, more organizations are looking to videoconferencing to replicate the in-person experience that employees prefer. In-person meetings offer you the convenience of walking into a conference room, sitting anywhere you'd like and still being able to see and be seen by everyone. These meetings promote engagement and productivity by allowing you to focus on what interests you most, whether it is the whiteboard, the shared content or the presenter. But today's traditional telepresence systems are not only expensive and complex, requiring training, management and advanced scheduling techniques to be effective, but also take away all of the freedom that you have with an in-person meeting.

With our unique PanaCast solution, we overcome these challenges by offering a simple and affordable package to convert all meeting rooms into an immersive, panoramic-HD video collaboration system engineered to preserve the individual freedom and enhance the in-person meeting experience. Starting a video conference call is as easy as walking into a conference room.

What is PanaCast?

PanaCast is a new camera technology that combines our patented hardware, state-of-the-art algorithms and software into one device, allowing you to experience a 200° panoramic-HD video stream. The advanced design and functionality of the PanaCast Camera, from the optics, video capture and transport codecs, to client apps on different devices, is the first in the market to provide a full panoramic view. The camera is a cost-effective solution that allows you to focus your attention on wherever or whoever you want, with additional Pan, Tilt, and Zoom capabilities, and remotely see everything in the meeting room on the devices that you already own, regardless of your location.

PanaCast Experience

PanaCast Experience is a groundbreaking innovation to Microsoft Lync video conferencing. The fully immersive PanaCast video, integrated with Microsoft Lync within both on-premises and cloud environments, gives participants the best of both worlds: all of the rich collaboration and unified communications capabilities provisioned by Microsoft Lync, with the unique, immersive and individualized panoramic-HD video of the PanaCast Experience. As illustrated in Figure 1, the system, along with the Microsoft Lync framework, consists of the following four components: PanaCast Camera, PanaCast Video Server (PVS), Admin Portal, and the PanaCast App for Windows.



Figure 1: PanaCast Experience Components

Enhanced Video Collaboration Experience with Microsoft Lync

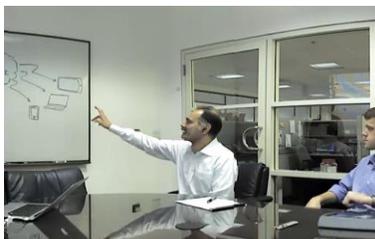


Figure 2: Conventional Video Stream

Microsoft Lync provides a rich, unified communications feature set, and is experiencing widespread deployment within the enterprise market. However, the traditional single-imager cameras typically used within the Microsoft Lync ecosystem, deliver a narrow field of view. A conventional video stream is shown in Figure 2.

The PanaCast Experience adds live, immersive, panoramic-HD video to Microsoft Lync sessions combining capabilities such as application sharing,

¹ Developed independently via SIP Extensions for Microsoft[®] Lync[®]

desktop sharing, and file transfer, with a 200° field-of-view panoramic-HD video, along with direct, touch-enabled individualized delivery and control of the panoramic-HD video by each participant, so that they can “look around” as they choose without disturbing other participants. Our solution allows you to leverage your existing Microsoft Lync investment beyond its current capabilities. The 200° PanaCast video stream is shown in Figure 3.



Figure 3: PanaCast Video Stream

Telepresence for Anyone, Anywhere

Until now, telepresence has mainly been used by executives or in high-profile company meetings. The PanaCast Experience offers you the opportunity to make video conferencing pervasive, based on the ease with which you can incorporate the PanaCast Camera into your Microsoft Lync call, and enjoy the rich experience it offers. With the PanaCast solution, you are no longer bound to a static telepresence room; you now have the freedom to make any room a telepresence room. Adding and moving PanaCast Cameras is as simple as plugging the camera to power and network in the new location. Your video conferencing investment is no longer tied to a fixed-room system.

So, how does it work with Microsoft Lync?

Once our solution is installed, PanaCast Cameras are assigned Microsoft Lync IDs, just like any other Microsoft Lync user, and can be added to a Microsoft Lync Contact List. Users can then drag-and-drop PanaCast Cameras to their “Meet Now” conferences. For scheduled Microsoft Lync calls, PanaCast Cameras automatically join the call at the start of the meeting. The PVS automatically detects the presence of all participants in the session and launches the PanaCast video window for each participant. Up to five PanaCast Cameras can be added in any given session. Each participant can independently choose which camera to view and interact with, using natural multi-touch gestures available through the PanaCast App.

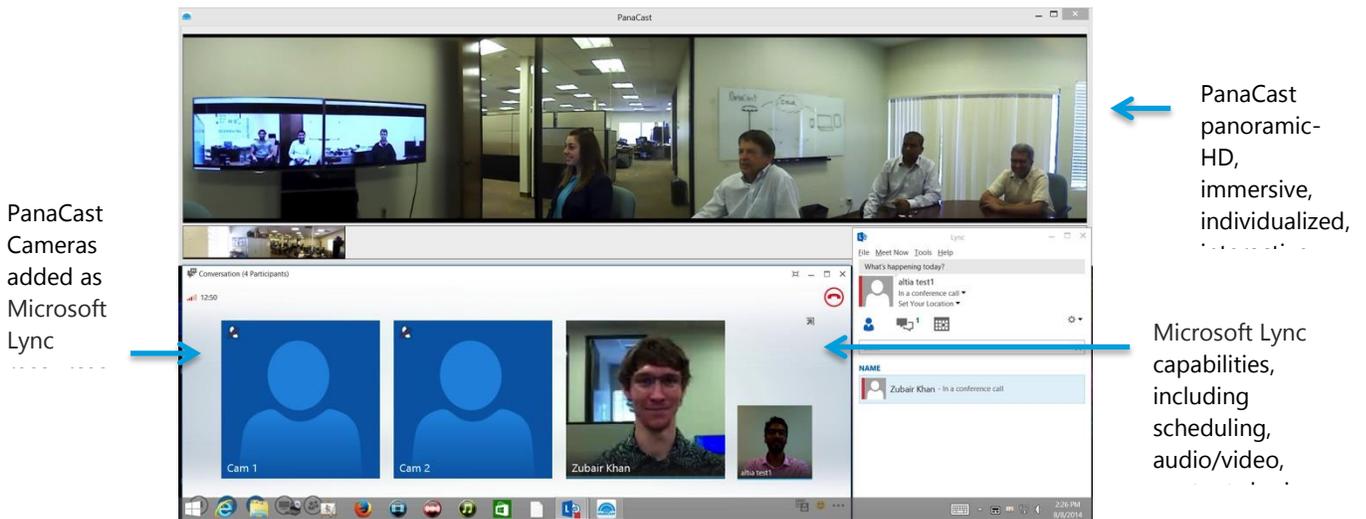


Figure 4: PanaCast Experience Session

Deployment Models

PanaCast Cameras can be deployed in conference/huddle rooms or within open collaboration spaces to add panoramic-HD video for Microsoft Lync users on their desktops and mobile devices. Users continue to enjoy the rich set of collaboration capabilities delivered by the Microsoft Lync unified communications feature set, including chat, presence, audio, standard video, application/desktop sharing, file transfer, etc. Figure 5, below, is an image taken by our PanaCast Camera in a huddle

room.



Figure 5: PanaCast Camera Deployed in Huddle Room

Easy to Install

The PanaCast Experience, built for Microsoft Lync, does not require any modifications to your existing Microsoft Lync configuration. PVS is a Virtual Appliance that can be installed on VMware Virtual Machines. It communicates with Microsoft Lync via SIPE. The Admin Portal provides a management, configuration and monitoring dashboard for cameras and video conference sessions. PanaCast Cameras are connected to the network via a wired Ethernet connection. PanaCast App is installed on a Microsoft Lync-enabled end-user device. The PanaCast Experience overview is shown below in Figure 6.

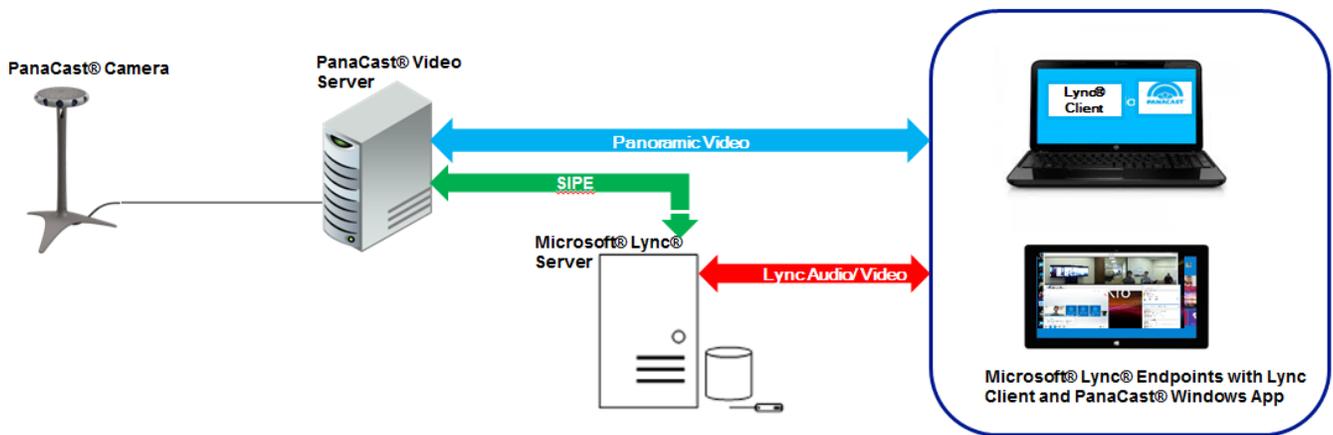


Figure 6: PanaCast Experience Overview

Features and Benefits

User Experience	Features	Minimum Network Footprint
<ul style="list-style-type: none"> Immersive 200° field-of-view video Ability for each participant to pan and zoom without affecting the view of others Simple drag-and-drop session start Telepresence for Anyone, Anywhere Ability to focus on only what you want to see with multiple Cameras 	<ul style="list-style-type: none"> Up to five PanaCast Cameras per session Up to 50 individual PanaCast clients per session Full HD-quality video Fully secure, encrypted video 	<ul style="list-style-type: none"> Adaptive bandwidth usage (1.5MB to 2.0MB) for full-HD PVS – a fully packaged Virtual Appliance No configuration required on Microsoft Lync Reduced Complexity

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Altia Systems® (altiasystems.com) is a venture-backed company based in Cupertino, CA, and is the creator of the PanaCast® Experience solution. The award-winning PanaCast® offers a unique experience that enables anyone on desktop or mobile to communicate in interactive, real-time Panoramic-HD 200° field-of-view video that replicates the human panoramic perspective.