

The *Art* of Productivity

Life Hacks and Productivity Tips

News, Research, and Commentary on Telepresence and Effective Visual Collaboration



Human
Productivity
Lab

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The HPL's Landmark Paper on Telepresence

Dear Howard,

Welcome to the 2nd Issue of **The Art of Productivity**.

Sorry for the delay between issues but between the release of our landmark paper on the emerging telepresence industry: [Telepresence, Effective Visual Collaboration, and the Future of Global Business at the Speed of Light](#), the announcement of our upcoming CXO level conference series: [TelePresence World](#), and travel to [the Medical Immersive Telepresence Conference in Phoenix](#) and the [VON Conference in Boston](#), I have been as busy as a mongoose in a snake pit!



TelePresence Defined by Brent Houlahan



TelePresence Defined - An important article on TelePresence vs. Telepresence Conferencing by HPL Board of Advisor member Brent Houlahan with HSL's thoughts and analysis and a sneak peak at some of the coming announcements from the HPL on our expanding coverage of **unified communications** and **presence**.

TelePresence Defined

I recently spent some time scouring the Internet for the definition of telepresence. I wanted to understand how presence enabled telecommunications (i.e. telepresence) became synonymous with next generation videoconferencing. Many have adopted the perspective that telepresence is a system in which users "telepresent" themselves, but presence is not the same thing as presenting. People tend to think of telepresence as essentially ultra-cool conference room systems with great sound, life size images, direct eye contact and other enhancements. But to define telepresence in this way does not make it the billion dollar opportunity that John Chambers speaks of.

The first definition I came across was from the founders of Digital Video Enterprises, Dr. Steve McNelley and Jeff Machtig. Their definition which can be found [Here](#) on page-5 under "Defining True Telepresence", essentially lists five components. The problem with their definition is that it's really just a list of product features that make their room conferencing systems better than the stuff it replaced. Their list of features includes true eye contact, life-size images, proper rendering of participants, broadcast quality images, and "superb" audio quality.

The next description of telepresence I came across was from none other than John Chambers...

Continue Reading "TelePresence Defined" ...



Dennis Sandow is a social scientist that has worked with HP for years helping them understand how dynamic social systems create organizational value that crosses the boundaries of traditional org charts. As HP has developed and implemented the Halo Collaboration Studio Dennis has had a front row seat to observe how HP Halo has accelerated and improved the collaborative social networks in the company. Dennis shares his research and findings in a webconference for the Lab's guests

Continue reading the article and view the webcast...

TelePresence World Conference Series Announced



The Human Productivity Lab and Hemisphere Information Services announce [TelePresence World](#), a series of conferences and exhibitions that will bring together telepresence, presence, unified communications industry leaders and major end users from around the globe. The kickoff event, [TelePresence World 2007](#), will be held June 4-6, 2007 at the University of San Diego.

Get the scoop on TelePresence World 2007 here...

Telanetix - New Press Release, Research Report, & Video with HSL's Analysis



Telanetix has recently issued a press release on strong sales growth and multiple new orders, the company has produced a new video on their offering, and an "independent analyst firm", Dutton Associates, has produced a new research report on Telanetix recommending a buy.

Continue reading the latest about Telanetix...

Destiny Conferencing Reports Rapid Growth, Increased Orders with HSL's Analysis



Destiny Conferencing announces rapid growth and increased orders with HSL's thoughts and analysis.

Get the latest on Destiny Conferencing here...

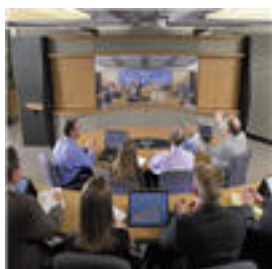
Best Practices for Deploying Telepresence into the Enterprise by Brent Houlahan



From the article: "Deploying applications within the IT systems management paradigm is critical to ensuring application performance and security. Yet time and again I've seen visual collaboration systems deployed outside of the best practices and visibility of IT and security, a blunder that can turn into a real executive management nightmare if gone unchecked."

Continue reading Brent's article on Deploying Telepresence Conferencing Into the Enterprise...

Polycom RPX Solutions Named Best New Conferencing Product at Infocomm



Polycom's RPX telepresence solution was named "Best New Conferencing Product" at Infocomm by Kayye Consulting's rAve newsletter.

Continue reading about Polycom's RPX award...



In the age of the global information economy, with its off-shoring, just-in-time anything and fables everything, telepresence will become the key enabler for worldwide business. However, investing in the latest-and-greatest technology from one of the leading vendors does not automatically equal success. Though reputable vendors will have reference architectures and implementation case studies to share with you, only you will know what solution will fit your enterprise.

[Continue reading...](#)

Travel Restrictions Boost Telepresence and Effective Visual Collaboration



While the severity of the plot to blow up airliners over the Atlantic Ocean appears to be a politically inspired hype ([The bombers had no tickets and the majority didn't even have passports](#) and the [undetected, successful mixing and use of the alleged explosive TATP in an airplane lavatory appears impossible](#)) the travel restrictions imposed after the attack were very, very real. While many of the restrictions have been lifted in recent days their even temporary imposition and the potential for even stricter regulations in the wake of an actual terror event have given a boost to telepresence and effective visual collaboration as

alternatives to physical travel.

[Continue reading...](#)

Arming Cisco's Commission Driven Mercenaries



The following article evidently has been shot around Cisco's 16,000+ strong salesforce (with a considerable amount of traffic from HP and Polycom as well) and has fast become the most downloaded article on the HPL website. It generated 16,094 hits in August and 3144 hits so far in September. The article also covers why telepresence is the "killer app" for the entire networking industry.

Arming Cisco's Commission Driven Mercenaries

Mothers... hide your daughters! Cisco's meat-eating carnivorous sales dogs, technical gunslingers and commission driven mercenaries have pulled into Vegas!

[Continue reading here to get armed...](#)

The HPL Releases Landmark Paper on the Emerging Telepresence Industry



The Human Productivity Lab has released [Telepresence, Effective Visual Collaboration, and the Future of Global Business at the Speed of Light](#). Telepresence is a conferencing technology that makes participants feel as if they are in the same physical space even if they are actually separated by thousands of miles. Telepresence group meeting and distance learning environments usually feature combinations of the following improvements over traditional videoconferencing: life-size remote participants, fluid motion, accurate flesh tones, studio quality acoustics and lighting, true eye-contact or the approximation of eye-contact, and immersive and/or mirrored environments that establish a consistency-of-quality among disparate locations.

The paper provides fascinating revelations into the telepresence industry:

* The industry has deployed or has "on-order" almost 300 group and distance learning telepresence systems with an average price the Lab estimates is greater than \$250,000 per room. These rooms are being used for both intra-company collaboration and inter-company business with partners, vendors and customers on the same networks globally with systems deployed in at least 15 countries and growing.

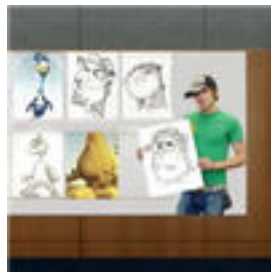
* The companies deploying group telepresence solutions represent some of the world's best known firms, universities and medical facilities including: AIG, AMD, AOL, Barrow Neurological Institute, BHP Billiton, BP, CapitalOne, Cigna, Deloitte, DreamWorks, Duke University, Euronext, General Electric Commercial Finance, General Electric Healthcare, GlaxoSmithKline, Lazard, Novartis, Pearson, PepsiCo, PricewaterhouseCoopers, TGen, Vodaphone, The Royal Bank of Scotland and the University of Arizona, among others.

* Specialized telepresence solutions have been developed for diverse applications such as neurological operating rooms, pharmaceutical research and film production.

* Whereas traditional videoconferencing systems average ~15 hours per month, per end-point telepresence group systems are averaging from 120-275+ hours per month, per end-point with greater reported end-user satisfaction.

Continue reading and download the paper for FREE...

Teliris VirtuaLive 360 Telepresence Environment - First Look Anywhere



[Teliris](#) has provided the Lab with the first publicly released photos and renderings of their soon to be announced GlobalTable VirtuaLive 360 telepresence environment. The GlobalTable VirtuaLive 360 is the first production telepresence environment to offer a stand up presentation option integrated with a traditional across-the-table group telepresence meeting environment. GlobalTable VirtuaLive and GlobalTable VirtuaLive 360 both new solutions are based on the 4th generation of the Teliris GlobalTable platform...

Continue reading about the upcoming Teliris VirtuaLive 360 Telepresence environment...

John Chambers Predicts That Telepresence Will Be A Multi-Billion Dollar Product Line



Cisco's CEO John Chambers predicted that telepresence will be a multi-billion product line for Cisco in his opening keynote at the Networkers 2006 conference in Las Vegas. The substance of the speech was covered by both Chris Kraeuter at Forbes and Tom Sanders at vnunet.com and I am including a link to a video interview with John Chambers discussing telepresence with my thoughts and analysis as well.

Continue reading about John Chambers' predictions on the future of telepresence @ Cisco...

New and Improved HPL Telepresence RSS feed and E-mail Delivery



John Serrao, the Lab's webmaster and jack of all trades, has been updating the Lab's website. You can now follow the Lab's work and the emerging telepresence industry with [a new and improved RSS Feed](#), a bevy of social bookmarking "clicklets", and [get articles delivered right to your e-mail inbox!](#)

Continue reading about how to get HPL content delivered to your RSS reader or e-mail inbox...



The Lab will soon be announcing an important partnership that will expand out depth and expertise in Unified Communications and Presence, some exciting news about our TelePresence World conference series, and our next major paper that will be focused on Telepresence Conferencing, Unified Communications, and Presence that will be released in April 2007 just prior to our first TelePresence World conference in June 2007.

Please help the Lab by forwarding this along to anyone that you believe might be interested in improving their personal effectiveness, productivity, and/or with an interest in **Telepresence & Effective Visual Collaboration** and we look forward to seeing everyone at [TelePresence World 2007](#) June 4th, 5th, and 6th in San Diego!

Best,

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