



HP Halo Collaboration Studio

Competitor Comparison and Analysis Sheet

Head to head. Point by point. Spec vs. spec. There is no comparison.

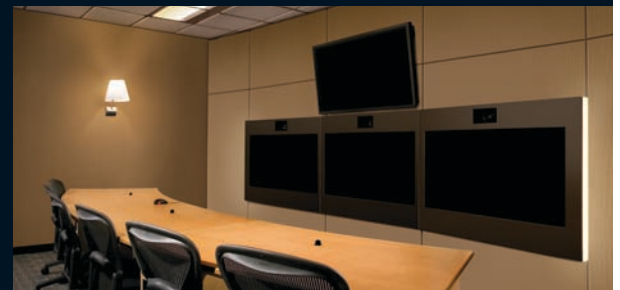
Personal connections that are natural and in real-time, every time. Business collaboration that's ideal for executives, project teams and enterprise functions. Simplicity that brings associates from across the globe to across the table with a few clicks of a mouse.

Halo brings your business world to you, creating a global collaboration experience far superior to that of any telepresence system on the market today.

With Halo, you don't have to rely on a shared network with inferior connections. You get a dedicated network built for video exchange and a studio environment specifically designed for optimal business collaboration. Halo is a completely managed, end-to-end solution with a single source of accountability—HP.

"Halo is not offering exchange of information. It's not offering a souped-up videoconference. It's something that really is the equivalent of face-to-face working time."

Peter Senge, Ph.D.
Acclaimed author of business strategy



Halo is different. Know the differences.

Private, dedicated leased lines mean higher quality.

Halo is built on a physical network from the basic fiber up, unlike a virtual network like MPLS that shares thousands of undedicated circuits. With the Halo Video Exchange Network (HVEN), your video passes through a maximum of four routers, effectively eliminating variability in performance or quality, while offering users a "no-perceived-delay" experience. And with consistent 45 Mbps bandwidth, the capacity is there when you need it, even for those "last minute" meetings. Telepresence providers that rely on MPLS typically cannot guarantee this level of availability without charging a costly premium. The HVEN also enables you to easily connect with customers, suppliers or partners that have their own Halo studios.

Walk in and begin. It's that simple.

With a few simple mouse clicks, you'll be "Halo-ing" in no time. You don't have to be tech-savvy to get started. Halo's Graphical User Interface (GUI) and software control system, HP OpenView, are extremely user-friendly.

From the light bulbs, to the network, to every piece in between.

Halo is a managed, end-to-end solution that ensures fail-safe collaboration. HP checks and calibrates every essential Halo device's individual IP address and monitors every router, server and network component. Others simply can't say that.

Not just a microphone, camera and big screen.

Halo partnered with DreamWorks Animation™ to create the ideal business environment and the most collaborative experience possible.

■ **Design credentials**—Halo studios were optimized by a team of renowned sociologists and designers to ensure the ultimate interactive experience. Every nuance was carefully considered—from the colors, fabrics and textures to the audio systems and studio lighting.

■ **Innovation credentials**—We utilize high-resolution cameras, an HD collaboration screen and a dedicated collaboration channel that includes VGA and camera connections. We also offer intercontinental multipoint with a broadcast-quality, 3-axis operation control system that automatically adjusts for color, size, eye-contact, panoramic stitching and geometric consistency.

Telepresence is one thing. Try delivering it across an ocean.

No existing telepresence system can interconnect the global, multi-customer community as effectively as Halo does. Only Halo has gone the extra mile to build its own physical global network. The unique combination of the HVEN, consistent bandwidth capacity, dedicated leased lines and 24-hour technical support delivers quality unsurpassed in the telepresence industry.

Personal connections. Real-time collaboration. Simplicity. Halo brings your business world to you.

Questions to consider when comparing telepresence systems:

What does low latency really mean?

Any system can tout "low latency" point-to-point. The real question is whether a system can deliver low latency in fully-duplexed spatial audio with echo cancellation and full-motion broadcast-quality video between multiple intercontinental locations. Is it 2-byte low latency to Chicago, or DVD-quality low latency to Singapore?

How important is enough bandwidth?

To send video across a network, your screen must carry a bandwidth of at least 3 to 4 Mbps per screen and 3 to 4 Mbps per collaboration display. Halo uses 6 Mbps per standard screen and at least 20 Mbps for its HD screen.

How much does each system really cost?

Other systems may include undisclosed costs for required upgrades, components and services. Halo's up-front pricing is all-inclusive. Once a customer has prepared their facility for the studio, everything from room assessment to support and maintenance is covered.

What kind of connectivity do other systems truly provide?

Halo is designed to support your company as your business grows and needs change. You can connect with your own studios, corporate partners or a branch office overseas with equal ease and clarity.

What if I want to deploy a large number of video systems on my corporate network?

Corporate networks were originally designed for data and audio. Large-scale video system deployment will likely overwhelm even the most capable of corporate networks. It takes a dedicated video network to make a large number of video connections possible. Halo is the only solution available today that can do this worldwide.

Please visit www.hp.com/halo/contact_email.html today and connect with a Halo business specialist to schedule a demonstration, receive additional information about Halo or find out how Halo can help transform your business.

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