



## HP Halo Telepresence and Video Conferencing Solutions

### Overview

[HP Halo Telepresence and Video Conferencing Solutions](#) are fully managed, comprehensive collaboration technologies that offer industry-leading cost predictability, reliability and scalability while providing the best face-to-face virtual collaboration experiences on the market today. Customers can easily work together internally and externally – with suppliers, vendors and partners through unparalleled, seamless company-to-company collaboration – to speed the decision-making process, get products to market faster, and positively impact the bottom line. There is no need to have multiple relationships with numerous service providers or to pay any additional charges for these types of connections. With HP Halo, customers just focus on collaboration, period.

The alliance between HP and TANDBERG offers customers the most robust product portfolio available, providing solutions ranging from immersive telepresence systems for the boardroom, to dynamic meeting-room endpoints, to desktop solutions for key staff in remote locations. This alliance affords customers a complete solution, designed as a whole for full integration, from a single source.

With HP Halo, customers do not need to manage multiple telecommunications and vendor relationships. [HP Halo Managed Services](#) provide customers with a global, holistic managed service, allowing them to use HP Halo and other videoconferencing investments for faster business results while HP manages the day-to-day operations. Within HP Halo Managed Services there are two distinct offerings – the HP Halo Telepresence Service for Halo telepresence customers, and the [HP Halo Video Collaboration Service](#) for endpoints from other vendors.

Both managed service offerings are comprehensive and offer best-in-class service that starts with the Halo Video Exchange Network (HVEN), the only global fiber optic network designed specifically for video collaboration. The combination of the HVEN and this service guarantees customers bandwidth that is always available without the need for costly corporate network upgrades to accommodate new endpoints, or increased usage rates. Customers do not need to worry about bandwidth scheduling and do not need to pay service providers premium bandwidth fees. Customers also have complete access to a variety of unique managed service offerings including technical support, directory management, auto meeting initiation and 24/365 monitoring of network activity.

### The HP Halo Managed Service difference

The HP Halo Telepresence Service is HP's most comprehensive suite of fully managed services for HP Halo customers. Customers are able to offload high IT demands and take full advantage of reliable and carefree HP Halo Telepresence Solutions, with dedicated

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HP professionals performing ongoing proactive checks and maintenance at no additional cost. This offering includes remote diagnostics and calibration, ongoing service and repair, and a 24/7 concierge service.

Customers of the HP Halo Telepresence Service can enjoy Halo's Technology Refresh,<sup>(1)</sup> which ensures that all components critical to maintaining the Halo experience remain current and that all Halo endpoints remain compatible. Customers can be sure that security is a top priority and a key benefit of utilizing HP Halo Telepresence Services. HP Halo provides customers with AES256 encryption, the highest level of security commercially available for video communication.

Customers using endpoints from other vendors – including desktop and meeting room applications to larger telepresence offerings – can use the HP Halo Video Collaboration Service. This service enables those customers to host their endpoints directly on the private, dedicated HVEN, versus using corporate networks that are not designed for optimal video collaboration. The HVEN and TANDBERG's network infrastructure technology allow users to enjoy increased reliability and flexibility, along with improved video and audio quality. These improvements in the overall video collaboration experience can drive significantly higher usage rates, increasing productivity in the workplace while decreasing travel costs and carbon emissions.

The HP Halo Video Collaboration Service includes the capability to connect to other videoconferencing solutions – both on and off of the HVEN, enabling customers to collaborate even more effectively with colleagues, partners, vendors and suppliers. Consequently, customers can make business decisions faster and with greater control using a fully HP-managed communications solution engineered for simplicity – from desktop to immersive telepresence.

### **Industry leading collaboration portfolio and interoperability**

Together, HP and TANDBERG deliver the most comprehensive, unified video collaboration solutions for the extended enterprise worldwide. This alliance combines HP Halo and TANDBERG offerings into one portfolio, supported by HP Halo Managed Services, with global reach and interoperability.

HP Halo meeting participants also have the option of connecting to standards-based videoconference meetings via the HP Halo Gateway. For example, HP Halo participants can easily connect to meetings enabled by many traditional videoconferencing products, such as Tandberg or Microsoft® OCS endpoints that adhere to the ITU H.323, H.320 or SIP standards, simply by providing the appropriate connection to the customer's network.

HP Halo Telepresence Solutions are available in three configurations to meet companies' diverse communication needs.

- The [HP Halo Collaboration Studio](#) is HP's ultimate telepresence solution, combining state-of-the-art studio design and precision components. This is an actual telepresence studio that is installed inside a designated space. Lighting, sound and video are optimized to offer the most immersive HP Halo telepresence experience. In addition, customers can expand their current HP Halo solutions to accommodate larger meetings through the HP Halo Second Row Audio Service that provides specialized audio components and seating to allow up to six additional second-row participants to see, be seen, hear and be heard like never before.<sup>(2)</sup>



- The [HP Halo Collaboration Meeting Room](#) can easily seat six and combines a best-in-class collaboration experience with a flexible design that is engineered for installation within an existing, larger conference room space. Because no build out is required, customers are able to keep site-preparation time and costs to a minimum.
- The [HP Halo Collaboration Center](#) is HP's smallest and most adaptable, yet still immersive, telepresence solution. It is available as a two-seat or four-seat model and can be placed in a variety of locations including an executive's office or a conference room. Both models offer all of the benefits of HP Halo Telepresence Solutions and an innovative industrial design that is optimal for an executive or small group.

Additionally, HP provides the full suite of [TANDBERG](#) endpoints – from telepresence to meeting room to desktop – to offer customers the broadest portfolio of interoperable, video collaboration tools on the market.

### **Key features**

- HP Halo Technology Refresh ensures that all components critical to maintaining the Halo experience remain current and that customers benefit as HP develops new innovations to improve levels of service.
- HP Halo Presentation Audio<sup>(3)</sup> offers industry-leading audio quality allowing customers to share a variety of multimedia materials – such as DVDs or audio within presentations – in full stereo sound, for all meeting participants in every location, via the collaboration channel. This feature is available to customers at no additional cost.
- Within HP Halo Telepresence Solutions, a dedicated collaboration channel<sup>(3)</sup> enables participants to easily share documents, presentations and motion-picture-quality digital video from their notebook PCs using the high-definition collaboration screen mounted above the displays.
- [HP Halo Multipoint](#) allows simultaneous connections with multiple locations around the world and features a proprietary three-axis-control camera system, which automatically adjusts to allow for superior eye contact. HP Halo Multipoint is available to all customers at no additional cost.
- Award-winning graphical user interface (GUI)<sup>(3, 4)</sup> improves ease of use allowing even new users to connect to multiple locations worldwide with just a few clicks of a mouse. The GUI's native language capabilities localize languages to meet the specific needs of each user. Users can select from 15 different language options in each HP Halo location.
- High-definition overhead object camera<sup>(5)</sup> enables individuals to zoom in on objects or hard-copy documents on the table, revealing the finest of details, from colors to patterns. These images can be shared with participants in other HP Halo locations via the overhead collaboration screen.
- Language Line Services<sup>(6)</sup> of Monterey, Calif., provides HP Halo customers with an easy-to-use and confidential interpretation option from English into more than 150 languages, including sign language.

### **Key benefits**

- Increase regular communication between suppliers, vendors and partners – without



having to deal with multiple service providers – using seamless, unparalleled company-to-company connections via telepresence or videoconferencing solutions, both on and off of the HVEN.

- Improve the quality of global communications and endpoint usage rates with extensive interoperability between telepresence solutions and video Conferencing endpoints that result in accelerated enterprise-wide productivity and increased speed to market.
- Achieve faster business results without worrying about bandwidth scheduling, making costly upgrades to an existing corporate network or hiring additional IT support staff.
- Support efforts to minimize greenhouse gas emissions and costs associated with business travel while fostering more personal connections. If a team of four people uses a Halo studio instead of flying from New York to London, they can avoid emitting approximately 12,000 pounds of CO<sub>2</sub>,<sup>(7)</sup> the equivalent of taking more than 360 cars off of U.S. roads for one day<sup>(8)</sup> or requiring the CO<sub>2</sub> sequestering efforts of nearly 5,000 mature trees.<sup>(9)</sup>

### HP Halo Telepresence Solutions market adoption

HP Halo has seen consistent customer and network growth since launching in December 2005:

- The HP Halo customer base includes world-class companies such as AstraZeneca, BHP Billiton, Canon, DreamWorks Animation, General Electric Commercial Finance, Nokia, Nokia Siemens Network, Novartis and Toshiba.
- By the end of 2009, there will be HP Halo Telepresence Solutions in operation or being installed in 36 countries on five continents. These countries include Australia, Austria, Belgium, Brazil, Canada, Chile, China, Denmark, Finland, France, Germany, Greece, Hong Kong, Hungary, India, Ireland, Israel, Italy, Japan, Mexico, Netherlands, Poland, Portugal, Russia, Singapore, South Korea, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, Ukraine, United Kingdom and United States.

### Pricing and availability<sup>(10)</sup>

HP Halo Telepresence Solutions	
HP Halo Collaboration Studio	\$349,000
HP Halo Collaboration Meeting Room	\$249,000
HP Halo Collaboration Center Four-seater	\$135,000
HP Halo Collaboration Center Two-seater	\$120,000
HP Halo Managed Service	
HP Halo Telepresence Service for HP Halo Collaboration Meeting Room or Halo Collaboration Studio	\$18,000/month
HP Halo Telepresence Service for HP Halo Collaboration Center	\$9,900/month
HP Halo Video Collaboration Service	\$1,000 - \$12,000/month <sup>(11)</sup>



All HP Halo Telepresence Solutions and Managed Services are currently available worldwide.

- <sup>(1)</sup> Does not include any components or elements that change the functionality of the endpoint, and does not guarantee that the Halo experience will be enhanced beyond what the customer originally purchased.
- <sup>(2)</sup> HP Halo Second Row Audio Service is an optional feature for the HP Halo Collaboration Studio. This feature is available for a one-time cost of \$25,000 and an ongoing monthly fee of \$1,000 that is bundled with the HP Halo Managed Service fee.
- <sup>(3)</sup> Available only with HP Halo Telepresence Solutions including the Halo Collaboration Studio, Halo Collaboration Meeting Room and Halo Collaboration Center.
- <sup>(4)</sup> HP Halo's graphical user interface received product design awards from F and Red Dot.
- <sup>(5)</sup> The high-definition overhead object camera is standard with the Halo Collaboration Studio and available as an add-on with other Halo telepresence configurations.
- <sup>(6)</sup> Customers that have contracts with Language Line Services (LLS) have the option of immediately engaging an LLS interpreter via phone, or, with seven days' notice, as a visible participant via an HP Halo Studio in New York, Chicago or Washington, D.C.
- <sup>(7)</sup> Calculated using HP Corporate and Brand Marketing Carbon Calculator. Key assumption is that 0.447 pounds CO<sub>2</sub> are emitted per passenger air mile.
- <sup>(8)</sup> According to the U.S. Environmental Protection Agency the average U.S. car emits 12,100 pounds CO<sub>2</sub> in a year or 33 pounds CO<sub>2</sub> per day.
- <sup>(9)</sup> Based on Tufts University calculations for a 25-year-old forest, Northeast Maple, Beech, Birch, 1,760 pounds CO<sub>2</sub> per acre per year. Average of 700 trees per acre or 2.52 pounds CO<sub>2</sub>/tree/year.
- <sup>(10)</sup> Multi-room package incentive options available. Costs are for major cities in the United States and Western Europe. Fees may vary in other regions.
- <sup>(11)</sup> Pricing for the HP Halo Video Collaboration Service is dependent upon the type of endpoint being added to the HVEN.

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