



Bringing it all together

# Video Bridging 3.5 Unified

## The Global Video Exchange family of services

### In-the-cloud, Video Bridging services provide true Unified Communications via:

- Audio and web integration
- Interoperability: use any kind of standards based video device
- Cross-network connectivity (partner conferences)

Today enterprises need access to managed, in-the-cloud Video Bridging services to deliver the ultimate in video interop along with audio, web and streaming communication services. BT is the front runner in “bringing it all together” by providing video unified collaboration services for traditional video, PC/mobile-based video and Telepresence systems – all with a focus on simplifying the technology according to your specific requirements. And once we’ve designed and implemented your solution, you rest assured knowing that it’s supported by our award-winning cross-vendor infrastructure, BT’s easy-to-use Engage Meeting Manager interface and an experienced 24x7x365 Global helpdesk team.

### Interoperability and Unified Communications

BT’s Video Bridging 3.5 service has been designed to interoperate across the major Immersive video manufacturer platforms in accordance with Telepresence Interoperability Protocol (TIP), traditional SD/HD systems and PC-based video devices. The latest release of the service now integrates with BT’s audio MeetMe and web collaboration platforms delivering a true Unified Communications experience. Our Video Bridging solutions integrate a variety of networks and if needed your own video bridging infrastructure into one seamless end-to-end video managed services offering. This turns BT in-the-cloud Video Bridging 3.5 Unified into a powerful and compelling Unified Comms solution for your business.

Combined with BT’s know-how in managing networks, we’re able to deliver a seamless end-to-end managed solution. Customers can select a producer assisted unified conference or utilise BT’s Engage universal interface for Self-service unified conference applications.

### Business to business unified video conferencing

B2B video conferencing is becoming a necessity, but having a unified video conference with participants joining from partner private networks can be challenging without the right solution. BT, the pioneer of B2B video communication, leads the industry in making it easy to reach outside of your enterprise to connect with clients, partners and vendors that are critical to your business success. With the most versatile offering in the industry, BT leverages its dominance with in-the-cloud video conferencing services and a managed bridging infrastructure to make your partner connection.



## Reduce your investment by using BT Conferencing's in-the-cloud Telepresence audio and web technology

BT Conferencing continuously invests in new video, audio and web platforms in order to provide a best-in-class unified video conferencing experience to our customers. Today, BT's in-the-cloud video bridges are Telepresence-enabled, providing HD video, high quality audio, multi-resolution and continuous presence layouts. All of these are significant features driving increased end-user benefit by enabling the best video/audio and web quality for the available network capacity and endpoint capabilities.

### End-to-end BT managed

As one of the largest providers of both unified comms infrastructure as well as in-the-cloud services—BT leads the industry. Whether it is call launching, end-user assistance, trouble shooting or maintenance support, BT knows the products and has created the best practices. Above all, BT excels in working to determine the most cost-effective way for customers to benefit from unified Video Bridging solutions.

### Simplifying conferencing technology with predictable pricing and Self-service tools

BT allows you to capture the power of Telepresence, Immersive, traditional as well as PC/Mobile-based video conferencing, according to your meeting needs with the use of one simple scheduling and automated video, audio and web scheduling tool. Video Bridging 3.5 Unified provides different end-user experiences—Self-service, Assisted and Custom Event—puts you in charge of call scheduling and launching, while still giving you the ability to easily migrate from one service solution to another if you require additional event support.

To provide additional flexibility, we also provide a predictable flat rate pricing structure or a pay-as-you-go pricing model, giving a clear view on service related costs as well as straightforward ROI tracking methodologies and reporting capabilities.

### Self-service

With Self-service, you're able to schedule your own unified video conferences quickly and reliably with easy to use tools. BT Engage is an easy-to-use scheduling interface that is accessed with a few simple clicks of the mouse and enables you to verify room availability, quickly manage conferencing resources and schedule meetings.

### Assisted

If you want a little extra help with your unified video conference, choose BT's Assisted service. Expert conference producers connect each site in order to ensure network stability and digitally monitor all Assisted conferences in order to provide technical reliability.

### Custom Event

For meetings requiring dedicated resources and multimedia support, BT's Custom Event service is the best-fit solution. This service supports virtually unlimited numbers of video, audio and web participants, multimedia content and audiovisual production capabilities. Dedicated conference producers are also available to interact with meeting attendees, push content, moderate Q&A sessions and choreograph site adds/drops. Pre-conference planning sessions give you the opportunity to coordinate event requirements with a dedicated conference producer, verify presentation requirements, review effective visual cues and resolve other logistical challenges.

### BT Engage Meeting Manager

BT Engage Meeting Manager is our proprietary web-based tool that gives you the flexibility and convenience to schedule, launch, monitor and control unified video conferences. Designed with the non-technical user in mind, BT Engage is an easy-to-use application that prevents resource conflicts, ensures each unified video conference has desired feature support and provides essential, real-time reporting on critical usage and endpoint functionality.

The BT Engage suite also includes vital add-on enhancements—Engage Tracker and Mobile App. BT Engage Tracker, which has set the industry standard for capturing video ROI, tallies actual travel and carbon savings. This provides companies with the ability to measure the value of conferencing beyond the quality-driven "wow" factor, and focus on bottom-line advantages associated with accelerated video use.

And with BT's Engage Mobile App, scheduling and managing your video conferences is simple even when you're on the go. You still have the BT Engage easy-to-use functionality, but now with the ability to manage your meetings when using OS iPhone and iPad devices or Android-based smart phones and tablets. This brings you the power of BT Conferencing communications when and where you need it, and the ability to always stay connected.

### Providing cost-effective, superior value

BT's competitive Video Bridging and network rates not only make video conferencing more affordable, but also provide you with a significant collaboration advantage. With 20+ years of experience, a global MPLS footprint in over 170 countries and the highest number of certified technicians in the industry, BT has a proven track record for delivering high performance in-the-cloud Video Bridging services.

Comparison of video conferences			
	Self-service	Assisted	Custom Event
Participating systems	Up to 12 video, 100 audio	Up to 20 video, 100 audio	Unlimited video, audio
Connection speeds	Up to 4Mb/screen IP, 768 ISDN	Up to 4Mb/screen IP, 768 ISDN	Up to 4Mb/screen IP, 768 ISDN
High Definition	SD, HD 720p, HD 1080p ready	SD, HD 720p, HD 1080p ready	SD, HD 720p, HD 1080p ready
HD Transcoding	✓	✓	✓
Speed matching	✓	✓	✓
Continuous presence	✓	✓	✓
Secure login	✓	✓	✓
Online reports	✓	✓	✓
Helpdesk availability		24x7x365	24x7x365
Reservations (video, audio and web)	Online	Online or by phone	By phone
Branded phone		✓	✓
Access to partner directory	✓	✓	✓
Access to member directory		✓	✓
Call initiation	Automated	Producer	Producer
Call extension		✓	✓
Call termination		✓	✓
Connection monitoring		✓	✓
Meet and greet		✓	✓
Dedicated conference producer		✓	✓
Usage reporting		✓	✓

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