



POLYCOM[®]

Polycom H.264 High Profile

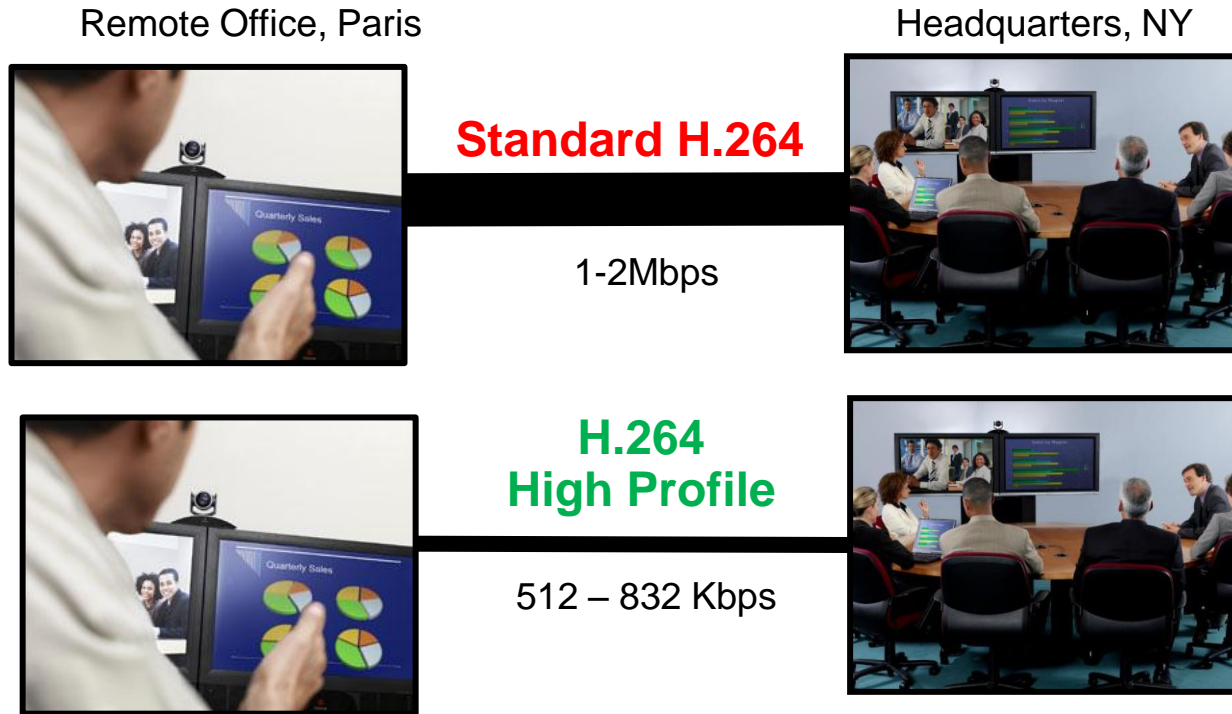
February, 2010

Polycom H.264 High Profile

- ▶ H.264 High Profile is a standards-based video compression technology
- ▶ Reduces the bandwidth requirements for high-definition (HD) telepresence and standard definition (SD) video conferencing by **up to 50%**
- ▶ Polycom is the **first** to bring it to market
- ▶ Enables significant TCO (total cost of ownership) reduction in video deployments



H.264 High Profile – Only From Polycom



- ▶ H.264 High Profile support on Polycom HDX[®] Series (April 2010) and Polycom RMX[®] Series (2H 2010)
 - Slash bandwidth expense up to 50% while providing real-time, Polycom UltimateHD[™] communications to co-workers around the world

H.264 High Profile Bandwidth Reduction Estimates

Resolution / Frame Rate	H.264 Baseline Profile (Industry Norm Today) Call Speed	H.264 High Profile <u>Only from Polycom</u> Call Speed	Polycom Bandwidth Reduction
CIF 30	128 kbps	64 kbps	Up to 50%!
4CIF30	256 kbps	128 kbps	Up to 50%!
4CIF60	1.024 Mbps	512 kbps	Up to 50%!
720p30	1.024 Mbps	512 kbps	Up to 50%!
720p60	1.512 Mbps	832 kbps	Up to 50%!
1080p30	2.048 Mbps	1.024 kbps	Up to 50%!

“Our research has shown that a vast majority of video calls are being done At 768 kbps or lower, so this move by Polycom is significant. Whoever said bandwidth was free?”

– Andrew Davis, Wainhouse Research Bulletin February 22,2010

H.264 High Profile – Matrix

H.264 High Profile Polycom HDX® Compatible Models *

Polycom HDX 6000 (All units with 2.6) **

Polycom HDX 7002 (Rev C – shipping from early February 2010)

Polycom HDX 8002 (Rev B – shipping from January 2009)

Polycom HDX 8004 (Rev B – shipping from January 2009)

Polycom HDX 8006 (Rev B – shipping from January 2009)

Polycom HDX 9000 (New model – shipping from April 2010)

* IP ONLY – ISDN does not support High Profile

** HDX 6000 will RX-only 720p60 and 1080p30 in 2.6 with 1080 license key installed. Transmit is limited to 720p30 and 1080p15.

H.264 High Profile Benefits

Lower TCO of video deployments

- ▶ Significant reduction in bandwidth costs lowers the TCO of deploying video
 - Deploy video in more rooms to reap the benefits of increased productivity and reduction in travel costs

Consistent HD video experience

- ▶ With H.264 High Profile, HD calls can be transmitted at 512Kbps enabling HD quality on every call!

