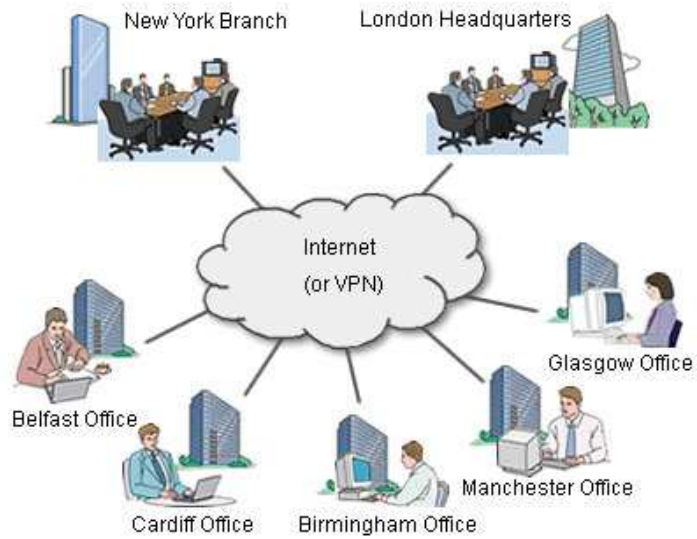




## • Overview



 **Instant messaging — individual communication**

 **Web conferencing — team communication**

 **Video Conferencing — room meeting**

## Application Interface

The screenshot displays the ICU Live! application interface during a multi-branch video conference. The interface is divided into several sections:

- Participant List:** A sidebar on the left shows a list of participants from various locations: London (host), New York, Dublin, Hong Kong, Glasgow, Manchester, Birmingham, Cardiff, Belfast, HD33-MCU(0), and Group(0).
- Video Grid:** The main area is a grid of video feeds. The top row shows New York #1 A:12(0) V:69(0), Dublin #1 A:9(0) V:111(0), and Glasgow #1 A:3(0) V:54(0). The middle row shows Manchester #1 A:0(0) V:61(0) and Birmingham #1 A:3(0) V:45(0). The bottom row shows Belfast #1 A:0(0) V:27(0), Hong Kong #1 A:3(0) V:72(0), and Cardiff #1 A:3(0) V:34(0). Each feed shows participants in their respective office environments.
- Shared Content:** A large central area displays a "GSP Process Diagram" with various flowcharts and text boxes, shared across all participants.
- Control Panel:** At the bottom left, there are controls for "VPS", "Video/Audio", "Share Video", "White Board", "Share Screen", and "Text Chat".
- Chat Window:** A chat window at the bottom left shows a "system news" message: "(10:45:17): Welcome to Video Conference System."

## • System Feature

### I Enterprise individual communication — IM



#### Functions

- audio/video call
- white board
- share desktop
- send files
- grouping definition
- text history
- video/audio recording
- status display
- rich text
- offline messaging

#### Advantage

- more powerful --- unified text, audio and video commutation
- more efficient --- share white board, share any application or file and send files
- more aware --- physical location awareness
- easier to find --- search by online or name
- easier to use --- status display, click to call

### II Team communication — web conference



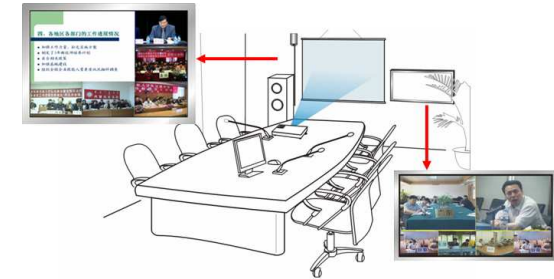
#### Functions

- audio (GIPS)/video call
- white board
- share desktop (file, application)
- send files
- meeting management
- meeting recording
- multiple templates
- group meeting
- text chatting
- remote control application/desktop

#### Advantage

- easier to use----two clicks to enter the conference
- easier to schedule----flexible to schedule
- more powerful--- audio, video and data collaboration
- more flexible--- there management, multiple levels
- more attendants----a meeting with 10000 attendant is possible
- more compatible--- only use 80 port by http tunnel

### III Enterprise room meeting — video conference



#### Functions

- different conference templates
- audio/video/data meeting
- remote control camera
- plasma wall support
- high quality
- dual display
- above 500 concurrent points
- 35 MCU clustering
- H323 connection

#### Advantage

- more expandable--- 35 MCU can be linked together
- more security--- XPE system
- more display----12 TV can be displayed in the plasma wall
- higher quality----1280\*1024 resolution
- more security--- DES,SSL,MD5 and https

## • Competitive Comparison

Comparison			Webex & Live Meeting	Polycom& Tandberg	ICU™ Live!
Desktop &Conference room	Function	Audio/Video on desktop	Webex and Microsoft Live Meeting have the biggest market share in web conference, but they can't support most functions of conference room level.	★★★★★	★★★★★★
		Audio/Video in conference room		★★★★★★	★★★★★
		Audio/Video based on IP network		★★★★	★★★★★★
		Data sharing		★★★	★★★★★
		HD		★★★★★	★★★★★
		Multiple(Dual) display		★★★★★	★★★★★★
		Control function		★★★	★★★★★
		Recording		★★★	★★★★★★
		VOD		✘	★★★★★
		Display template		★	★★★★★★
		IM		✘	★★★★★★
		Large scale conference		★	★★★★★★
	Easy to use	Network Compatibility		★	★★★★★
		Easy to use		★★★★★	★★★★★
		Easy to install		★★★★★	★★★★★★
Price & Payment		★	★★★★★★		

✘ means that can not support the function

★ means which is bad or which have no advantage

★★★ means good

★★★★★ means which is excellent or which have advantage

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