

## The Visual Mobile Society

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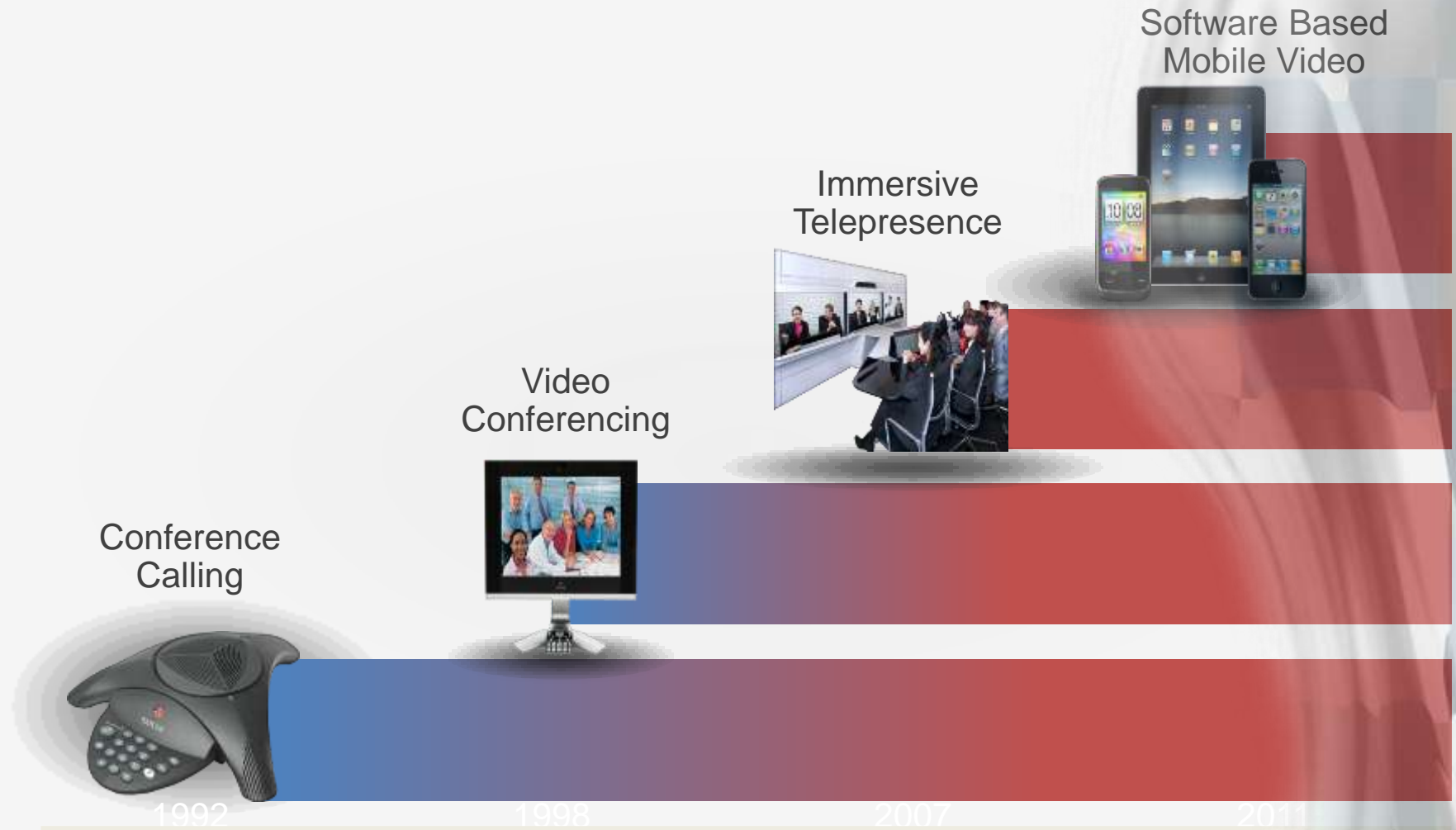


Industry  
Leadership  
and Innovation

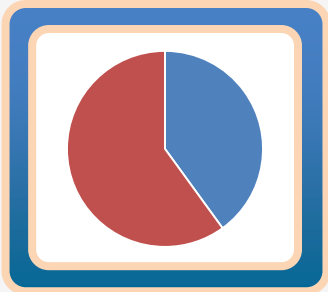
# The Leader in Standards-Based Unified Communications



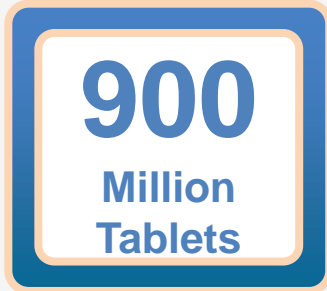
# Visual Communication Journey



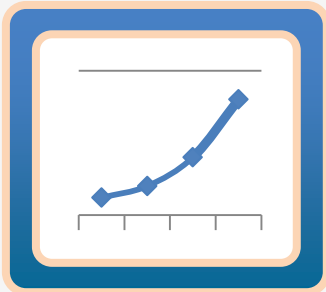
# Collaboration Trends & Emerging Technologies



**COLLABORATION IN THE CLOUD** By 2012, 40% of enterprises will leverage cloud to meet UC needs; >30% of interactive videos used for collaboration will be cloud delivered



**MASS MOBILITY** By 2015, 900 million tablets in market; 982 million smart phones shipping annually



**SOCIAL COLLABORATION GROWTH** By 2016, social technologies will be integrated with most business apps; social platform market projected to grow nearly 400%



## EMERGING WEB-CENTRIC TECHNOLOGIES

By 2013, emerging technologies (RTC, HTML5, H.265) will make video collaboration browser-based and inherently mobile



# Video



# 5 Drivers of The Visual Mobile Society

1

Mobile Device  
Proliferation

2

Network  
Readiness

3

Cloud  
Delivery

4

Social  
Connectedness

5

Generation  
Raised on Video



# 1. Mobile Device Proliferation

**64M**   **320M**

Tablets Today

Tablets by 2015



90% of enterprise tablets will be video-enabled by 2015

92% of Fortune 500 testing or deploying iPads today

Gartner, "iPad and Beyond: The Future of the Tablet Market," September 2, 2011, ID: G00217137  
Apple Corporation, Oct 2111



## 2. Network Readiness

3G

4G

WiFi



# 3. Cloud Delivery

\$41B

Today

\$241B

By 2020



40% of all enterprises will be cloud-enabled by 2012

Forrester, "Sizing the Cloud," April 21, 2011  
Gartner, "Predicts 2010: Video, Cloud and UC Services Loom Large in Enterprise Communications"



## 4. Social Connectedness

800M

Users on  
Facebook

140M

On video  
chat by 2015



# 5. Generation Raised on Video

**3B**

Videos viewed  
daily on  
YouTube

**66%**

Mobile traffic  
in 2015



**Polycom**<sup>®</sup> Vision  
and Value

The Polycom<sup>®</sup>  
RealPresence<sup>™</sup> Platform  
makes it possible to  
connect to anyone,  
anywhere at anytime.





IM/PRESENCE



CALL CONTROL



WEB  
CONFERENCING



VIDEO  
COLLABORATION



MOBILITY



SOCIAL

## Polycom® RealPresence™ Platform

### Services

Universal  
Video  
Collaboration

Video  
Resource  
Management

Virtualization  
Management

Universal  
Access  
and Security

Video  
Content  
Management

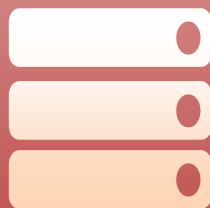
### Core Networking & Security



# Delivery Options

## Polycom® RealPresence™ Platform

On Premises



Cloud





**Thank You**

Daniel Weisbeck  
VP EMEA Marketing, Polycom

