

# SMART VIDEO™

LifeSize® Icon™ Series

GLOBAL GROWTH

AMERICAS

30%

78.8 MS

EMEA

36%

84.1 MS

APAC

34%

89.4 MS



LifeSize®  
A division of Logitech

Smart Video (also known as “smartvideo”) is a term coined by LifeSize, a division of Logitech, to describe a video conferencing experience that is feature-rich, simple and doesn’t require any training. In the same way that smartphones have transformed the mobile phone industry, Smart Video is a new approach to video conferencing with a keen focus on a radically simplified user experience.

Traditionally, video conferencing has been incredibly difficult to deploy, and many industry analysts agree that for the average business, the cost and complexity of the technology is too overbearing. When a video conferencing system is truly smart, businesses will find that the IT investment is minimal but the capabilities of the system are vast.

## History

The concept was born from a comparison to smartphones and how the cell phone market was transformed with the introduction of smartphone technology. Smartphones are mobile phones with more advanced computing capability and connectivity than an average-feature phone. Smartphones are often referred to as “personal digital assistants” because of all of the business functions they are able to perform. Smart Video takes a similar approach: a video conferencing system that is so easy to use and filled with so many advanced software applications that it can be used on a daily basis by any user, regardless of IT skill.

LifeSize introduced the concept of Smart Video with its 2013 launch of the LifeSize® Icon™ Series, a new video conferencing system that blurs the lines between endpoints and infrastructure.

## Importance of Infrastructure

Much of the reason the Apple® iPhone® has had worldwide success is due to the sophistication of its software platforms and applications. In the same way, Smart Video conferencing systems must have a robust software infrastructure platform behind it in order to provide the same simplified experience as a smartphone. LifeSize® UVC Platform™ is an example of a fully integrated, virtualized software platform that consolidates multiple video applications and makes them available on one common interface.



## Features and Applications

In order for a video system to be considered Smart Video, features should include:

- › Simplified directory navigation: quickly search the unified directory and connect in seconds
- › Scheduling capabilities: see the complete schedule, including click-to-join meeting reminders
- › Streaming and recording: users can stream and record with the press of a single button
- › Multiparty calling: seamlessly integrated ad-hoc and scheduled multiparty calling
- › Firewall/NAT: secure full HD video calls within and across networks
- › Presentation: intuitive data sharing up to 1080p and custom layout options
- › HD video quality: up to 1080p60
- › Flexible upgrades: including number of displays, type of camera and resolutions

## Top five reasons that we believe the LifeSize Icon Series is truly Smart Video

### 1. Easy enough for anyone to use without training:

Think of when you first bought your iPhone or Android™ device. Did anyone teach you how to use it? Of course not. You just fiddled with the device until you figured it out. The user interface of these smartphones is so easy and intuitive that it takes only a few minutes to navigate your way through it perfectly. The same can be said for the LifeSize Icon Series. With its icon-driven design, the LifeSize Icon Series is as easy to use as any smartphone. Anyone of any IT skill level can walk into a conference room and make a video call—no more embarrassment and no more calling IT for help. It really doesn't get any simpler than that.

### 2. Lots of infrastructure applications with none of the hassle:

When you use your smartphone and go to Facebook, it really doesn't matter to you whether Facebook is hosted locally on your phone or in a big server in California somewhere. As the user, you just want to access the site and start browsing. For too long, video conferencing infrastructure applications have been too complicated to use and, especially in the case of bridging, the user interface and navigation are completely different from those of the endpoint (DTMF tones, for example). With the LifeSize Icon Series, everything appears local to the user, and the technology simply vanishes. A lot of your consumer devices already do this, and it's high time for video conferencing to join in. So, whether you want to join a multiparty call, stream and record, or access your schedule for the day, you can do it all through the same UI.

### 3. Heads-up experience:

HUD technology means that you never have to look down to do the things you want to do (your head always stays up and focused). With the LifeSize Icon Series, we have eliminated all of those extra buttons on the remote control and kept the basics: up, down, right, left, mute and "OK." Everything else is right in

front of you on the screen. With this new experience, users never have to look down at their remote to make a video call. Hey, if HUD technology is good enough for fighter pilots and luxury vehicles, it should be good enough for video conferencing, right?

### 4. Name-based dialing:

When was the last time you actually called someone by dialing a phone number? Chances are, you looked on your contacts or favorites list on your phone and called them directly from there. Video conferencing has been plagued with IP, SIP and bridge numbers for far too long (and really, who has time for all of those numbers?). Wouldn't it be better if you could just look up your contacts by their first or last names and call them directly? Better yet, if they aren't in your corporate directory, what if you could pin them to your favorites list for easy reference? With the LifeSize Icon Series, you can. A name-based directory that can support up to 100,000 entries, a favorites list and a "recent calls" tab make for Smart Video.

### 5. Smart scheduling:

Today, if you had a video conferencing call scheduled, you would have to refer to an email or calendar invitation to find out the IP, SIP or bridge number to dial—and that's if you even remembered that you had a meeting at all. With the LifeSize Icon Series, all of your video meetings are laid out in front of you, and if you want to join, you click the OK button and you're in. If you forget about your meeting, a pop-up reminder will appear on the screen to alert you. (Reminds you of your smartphone, doesn't it?) If you want to host a multiparty call, you no longer need a bridge number. All you have to do is set up a virtual meeting room and ask participants to dial in. This works for recurring or ad-hoc meetings. Your virtual room will always be accessible.

Of course, the only way to truly experience Smart Video is to see it for yourself. [Click here](#) to book a demo and see the LifeSize Icon Series in action.

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Delivering the Ultimate Communication Experience

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