

# Telepresence Equipment Market Shares, Strategies, and Forecasts, Worldwide, 2012 to 2018

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## Abstracts

WinterGreen Research announces that it has a new study on Telepresence Equipment. The 2012 study has 605 pages, 302 tables and figures. Worldwide markets are poised to achieve significant growth. Telepresence equipment represents a quantum shift in the ability to communicate remotely with video connectivity. It leverages HD TV capability to interconnect two people or teams of people seeking to share information or further evolve a common experience.

A paradigm shift is occurring in the video conferencing business. Teleconferencing seeks to leverage huge opportunities for increasing efficiency, increasing productivity, and in every industry. The shift in telepresence is away from bundled integrator solutions and major codec manufacturer solutions to custom and cloud solutions. It is away from the set-top box, and away from expensive custom room installations to endpoint managed solutions. Image clarity and flexibility in managing human factors are evolving telepresence systems characteristics.

Telepresence is considered to be any video communication system that leverages HD, high definition. The definition is spreading to include virtually every video collaboration system. The ability to leverage HD in a conference room and connect to a variety of end points for people not in a conference room is one configuration that is appealing to users.

Other very attractive telepresence configurations are at the very high end where executives have office based systems that support communication across the globe for facilitating running a globally integrated enterprise.

Desktop communication leveraging video is equally attractive to those members of

organizations that need to work with others located remotely. Telepresence supports consistent contact with a group of distributors, engineers, developers, physicians, or customers. Telepresence provides a way to keep in touch with clients and the line of business.

It is HD TV that provides the essence of telepresence. Broadcast quality images are available from a lot of different technologies and on a lot of different end points. It is the life size screen that is so compelling in a conference room or executive office.

Telepresence provides a consistency in the remote relationships. Significant sales calls still need to be done face to face. Telepresence provides a way to supplement the face to face calls, a way to provide a continuity to marketing, and a way to create regular collaborations, supports for management efforts that are not replicable in any other way. Telepresence is able to be used in a regular, scheduled manner while traveling is inevitably more sporadic.

According to Susan Eustis, the lead author of the study, 'Lowest total cost of ownership and accelerated return on investment are achieved through breakthrough bandwidth management. Telepresence products leverage industry-leading support of the standards-based H.264 and standards based high profile capability. Standards adherence and compression technology can save up to 50% of ongoing bandwidth consumption and cost.'

Telepresence markets are anticipated to grow from \$3.8 billion in 2011 to \$12.8 billion in 2018. Strong growth will go across all three markets segments, immersive, conference room, and end point. In part growth is stimulated by the availability of end point access. With people having a variety of client table and smart phone devices available while they are traveling, tuning into meetings on the go will become more compelling once video capability is available. People feel more a part of a meeting when they are connected by video.

WinterGreen Research is an independent research organization funded by the sale of market research studies all over the world and by the implementation of ROI models that are used to calculate the total cost of ownership of equipment, services, and software. The company has 35 distributors worldwide, including Global Information Info Shop, Market Research.com, Research and Markets, Bloomberg, and Thompson Financial.

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