Sony 3D TelePresence.
The new dimension.

www.sonybiz.net/telepresence
Until now . . .
every telepresence solution claiming to
deliver eye-to-eye contact actually delivers
only eye-to-camera contact.

Until now . . .
every telepresence solution on the market
attempts to replicate three-dimensional
presence using two-dimensional flat screens.

Until now . . .
remote conferencing has been
exactly that: remote.

Until now . . .
Welcome to the new dimension
of 3D TelePresence from Sony.
Eye-to-eye conferencing in 3D reality.
Welcome to the new dimension in global communications. The arrival of Sony 3D TelePresence elevates remote conferencing to an extraordinarily realistic new level of intimacy and personal interaction.

By enabling all participants to make vertical eye-to-eye contact, and by “projecting” remote participants into the meeting room in three-dimensional reality, Sony 3D TelePresence creates previously unimagined in-room presence. Users experience a tangible sense of sharing the same space, of being in the same room as everyone else.

Adding this new dimension to multi-site meetings, Sony 3D TelePresence enables personal interaction to be real. The result is improved understanding between remote participants and more informed decision-making.

Further reducing the need for corporate travel, Sony 3D TelePresence builds on the established advantages of videoconferencing and traditional telepresence solutions. Businesses can benefit from increased cost savings and efficiencies, whilst continuing to minimise their carbon footprint.

Eye-to-eye rather than eye-to-camera contact.
All alternative solutions position their cameras either in between display screens or mounted at the top of the screens. The result is that participants have to look either to the side or up into the cameras to simulate looking into each other’s eyes. Sony 3D TelePresence, however, uses patented beamsplitter technology to align the camera exactly with the eye level of the participants – they simply look straight at their fellow participants, achieving vertical eye-to-eye contact.

Invisible technology rather than a wall of technology.
With their banks of two-dimensional flat screens, standard telepresence solutions present an immediate barrier between different-site participants. Sony 3D TelePresence, on the other hand, has been created to provide a human-centric rather than technology-centric solution. By replacing walls of screens with invisible technology, in-room presence is reinforced and focus is concentrated solely on the interaction between participants.

3D projections against local backgrounds rather than 2D flat screens.
No matter how good the on-screen image quality provided by traditional telepresence solutions, remote participants inevitably remain flat, two-dimensional images. With the Sony 3D TelePresence room solution, remote participants are projected against a local backdrop that blends into the room. The result is a three-dimensional “presence” that creates the feeling of same-room participation.
Creating better business understanding.

One study at UCLA has indicated that up to 93% of communication effectiveness is determined by non-verbal cues. Another study indicated that the impact of a performance was determined 7% by the words used, 38% by voice quality and 55% by non-verbal communication. Given the crucial influence that non-verbal cues exert on the effectiveness of business communications, the full size, stunning quality of Sony 3D TelePresence ensures even the most discrete body language can be seen and assessed.

Building trust, understanding and relationships, Sony 3D TelePresence allows everyone to see the full picture. It enables key decision-makers to make more informed, better decisions, whilst also helping to break down cultural barriers.

By recreating the dynamics of in-room interaction, Sony effectively brings your executives not just face-to-face but eye-to-eye – wherever they might be around the globe. From board meetings and interviews to training and demonstration sessions, Sony 3D TelePresence creates a new dimension in the quality of the meeting experience.

Complete compatibility, reliability and ease of use.

As the world leader in High Definition (HD) video, Sony delivers the highest quality 1080p resolution. In addition, Sony codecs are compatible with international standards for interoperability with videoconferencing systems around the world. Whilst communication between two Sony 3D TelePresence systems delivers optimum in-room presence, the Sony systems can also communicate seamlessly with standard flat screen systems to ensure the highest quality possible within the standards of the remote location. This compatibility means that legacy systems do not become obsolete.

As ever, Sony design elegance and build standards ensure reassuringly robust reliability. Intuitively easy-to-use, the systems do not require any specialist technical or external support, freeing up IT resource from operational maintenance.

A choice of solutions with exceptional ROI.

Sony 3D TelePresence can be implemented in two different configurations to suit different needs and circumstances:

• The room solution is the complete, whole-room installation that is fully customisable and delivers the optimum in-room immersive experience.
• The conference system for multi-attendee in-room presence.

With these Sony 3D TelePresence solutions available at highly competitive prices, the combination of relatively low cost of ownership and anticipated high usage rates delivers an exceptional Return on Investment. In terms of improved communications, the Value on Investment is phenomenal.

Flexible finance options.

Whatever your requirement, Sony Financial Services are experts in delivering combined technology and finance solutions, including hardware, software and services tailored to your business preferences and priorities.

With lease-to-own or agreed-period leasing options, payments can be structured to match the cost of the solution to anticipated revenues or cost savings, making it easier to manage cash flow and keep existing credit lines free.
The Sony 3D TelePresence Room Solution.

Providing a dedicated remote conferencing facility for individual and group meetings, this state-of-the-art customised solution delivers a totally new dimension in lifelike, lifelike in-room presence.

The solution features:

- Vertical eye-to-eye contact using patented beamsplitter eye-to-camera alignment.
- 3D projections against local backgrounds delivering a three-dimensional ‘presence’ that creates the feeling of same-room participation.
- Invisible technology rather than the standard wall of technology.
- Customisable configurations.
- Purpose-built desk.
- Optional furniture, including curved table with integrated connector panels and award-winning conference table with sophisticated technology integration.
- Sony fully compatible HD codecs.
- Large HD display delivering the highest quality 1080 resolution for unrivalled image clarity and precision, down to the smallest detail (which is particularly important for product demonstrations).
- Robust reliability.
- Operational simplicity.
- No requirement for IT maintenance.
- Option for additionally integrated 3 x 40” HD-ready LCD screens for multipointing and data sharing.
- Touchpanel included to navigate onscreen functions, view video window and control audio/video equipment simultaneously.
The Sony 3D TelePresence Conference System.

Providing a totally self-contained solution for individual or group meetings, this versatile system delivers a totally new dimension in lifesize, lifelike in-room presence.

The solution features:

• Eye-to-eye contact using patented beamsplitter eye-to-camera alignment.

• 3D projections against local backgrounds delivering a three-dimensional ‘presence’ that creates the feeling of same-room participation.

• Self-contained.

• Optional furniture, award-winning conference table with sophisticated technology integration.

• Sony fully compatible HD codecs.

• HD display delivering the highest quality 1080 resolution for unrivalled image clarity and precision, down to the smallest detail (which is particularly important for product demonstrations).

• Robust reliability.

• Operational simplicity.

• No requirement for IT maintenance.

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Specifications

Display unit • Mechanical base structure, back panel with wall lighting, ceiling panel. Beam splitter and reflection system. Audio system (active speaker). Internal electrical wiring and lighting. Finished floor panels, including floor lighting.

Collaboration suite • Beam splitter and reflection system for data sharing. 1 x 40” LCD screen (FWD40LX2FB) integrated into desk for data-sharing. Touch panel included to navigate on screen functions, view video window and control audio/video equipment simultaneously. Dedicated, purpose-built desk. Integrated hide-aways and cable management. Video, audio, data and power connections. Dimensions (HxWxD): 6 7/8” x 7 15/16” x 7 7/16” (17.4cm x 20.2cm x 19.0cm).

PCS-XG80 • 1080i videoconferencing group system.

PCSA-DSG80 • 1080i HD. Data sharing software for XG80.

PCSA-A7PA • 4 echo-cancelling microphones. Bravia X series 70” full HD 1080 LCD.

Please note that, with systems incorporating a second or third 40” data monitor, additional beamsplitter and cradles are required.
TPTC2 - Curved table with integrator connector panels for data sharing

<table>
<thead>
<tr>
<th>Dimensions (HxWxD)</th>
<th>332cm x 150cm x 75cm</th>
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<tbody>
<tr>
<td>Capacity</td>
<td>5 people</td>
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<tr>
<td>Colour</td>
<td>Various</td>
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Optional accessories

TPTC4 - Award-winning product design conference table with technology integration

<table>
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<tr>
<th>Dimensions (HxWxD)</th>
<th>300cm x 150cm x 73cm</th>
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<tr>
<td>Capacity</td>
<td>7 people</td>
</tr>
<tr>
<td>Colour</td>
<td>Various</td>
</tr>
</tbody>
</table>

In order to achieve maximum contrast and optimum 3D effect, background behind local users should be black. This can be achieved by painting the wall black, installing black curtains or using these accessory options:

| PCS-BCDRP-03       | 212cm (H) x 390cm (W) |

The column is made of structured powder-coated aluminium, and is available in black or white.
The Sony 3D TelePresence Conference System

Specifications

TPT52, PCS-XG80 & PCSA-A7P4
- Base unit mounted on casters.
- Beam splitter and reflection system.
- Audio system (active speaker).
- Internal electrical wiring and lighting.
- 1080i videoconferencing group system.
- Echo canceler microphone.
- GXDL52H1 52” 1080i HD LCD screen.

The Sony 3D TelePresence Conference System
Optional accessories

**TPTC4 - Award-winning product design conference table with technology integration**

<table>
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</table>

In order to achieve maximum contrast and optimum 3D effect, background behind local users should be black. This can be achieved by painting the wall black, installing black curtains or using these accessory options:

| PCS-BCKDRP - 02   | 174cm (H) x 300cm (W) |

The column is made of structured powder-coated aluminium, and is available in black or white.

**When in use**

**When not in use**