5 ways Cisco is transforming video.

Video conferencing is becoming *the* tool for collaboration. It's being adopted quickly, and the demand for affordable, easy-to-use video endpoints is ramping up for every desk, every team room, and every home office.

"It's like producing a performance engine that's easy on the eyes with do-it-yourself sensibility, a bunch of really cool features, and pragmatic pricing."*
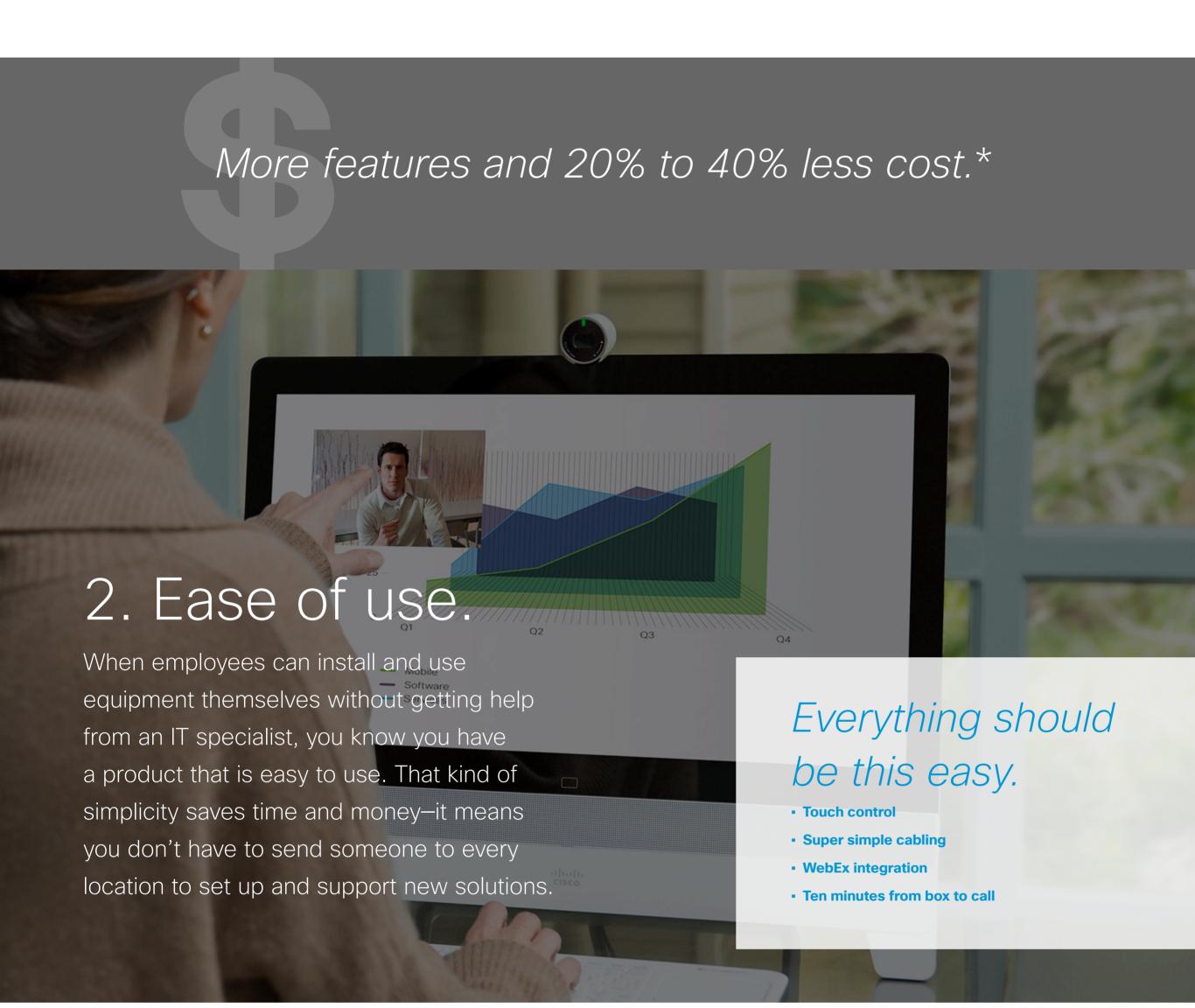
1. Affordability.

Price can be a big sticking point, but every video collaboration product Cisco has released since March 2014 has offered more features and a better user experience with a lower price than their predecessors.

"I know we've hit the mark on this because I haven't had a single discussion about price in the past 7 to 8 months."*

More features and 20% to 40% less cost.*

2. Ease of use.

When employees can install and use equipment themselves without getting help from an IT specialist, you know you have a product that is easy to use. That kind of simplicity saves time and money–it means you don't have to send someone to every location to set up and support new solutions.

Everything should be this easy.
- Touch control
- Super simple cabling
- WebEx integration
- Ten minutes from box to call

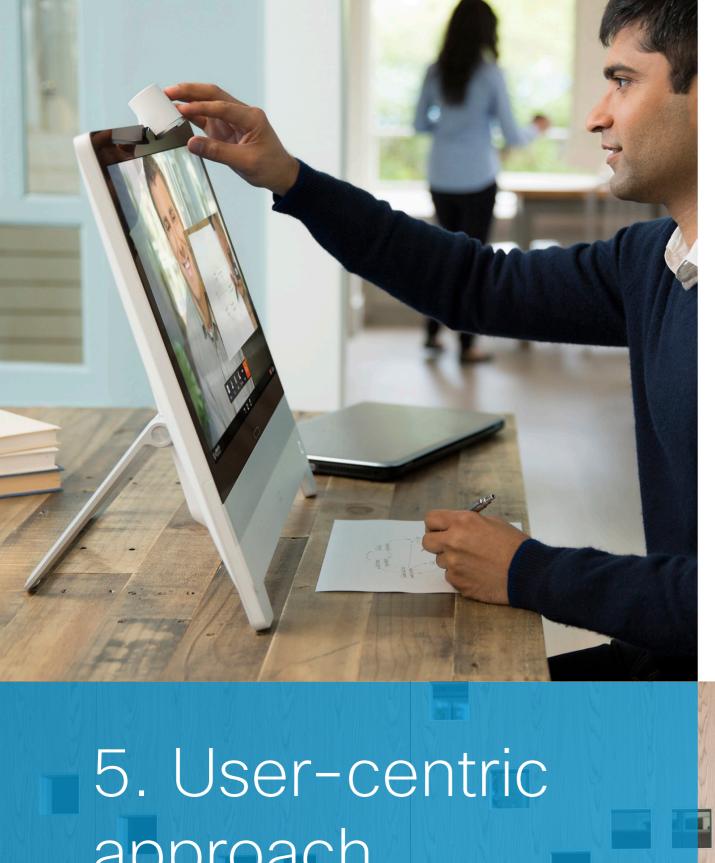## 3. Innovation.

Technology changes quickly, and video collaboration is no exception. New ways of tackling old problems and out-of-the-box thinking are moving the bar and delivering new features that make video feel more like in-person than ever before. "Better than being there" isn't just a saying.

It's all in the details.
- First to offer H.265 endpoints for bandwidth savings.
- Intelligent proximity for content sharing and contact syncing.
- Intelligent views give a front-row seat to everyone.
- Intelligent audio adapts to your environment.
- SpeakerTrack puts the active speaker on screen.
- BYOD friendly for easy sharing from any device.

Cisco won six prestigious *Red Dot product design awards* in 2014.

4. Design.

The new collaboration products from Cisco are so well designed that people are drawn to them. From front to back, every square inch was treated with care and an obsessive attention to detail.

We paid so much attention to even the back of our products that we call it "the second front."*

5. User-centric approach.

Everything has to start with one question: What does the customer expect? A user-centric or user-in approach answers that question and then figures out how to give users more.

"Our approach to building products is 'user-in.'"*

* *"A-E-I-O-U: The Nucleus of Video Collaboration,"*
Snorre Kjesbu, Cisco Blogs, Nov. 23, 2014.

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