

# A world in motion

Video conferencing is now a popular alternative to travelling to meetings, thanks to advances like PCCW Global's High Definition Video Calling (HDVC) solution.

A number of drivers are acting to increase the popularity of video conferencing. Video is rapidly becoming a more popular mean of conducting high-quality face-to-face business meetings among company executives thereby reducing travel.

CFOs and CEOs like it because it helps maximise efficiency by cutting travel time, cutting costs and allowing real face to face interaction as international risk is assessed. Video also adds the important human element to meetings that were otherwise less engaged when only using the telephone.

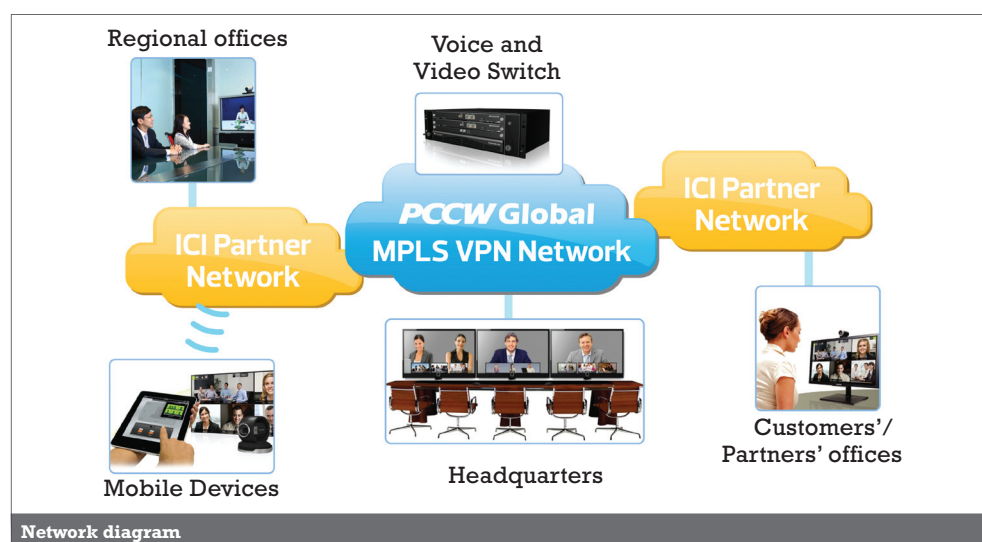
Users are increasingly warming to today's video conferencing technology as it is generally a smooth and enjoyable experience for parties at either end of the link.

And, in an era where environmental implications of any business decision must be considered, video conferencing offers a more sustainable, low-carbon approach to the traditional form of long distance human interface.

It's not all plain sailing though. Users of video conferencing services still in many cases have to face up to what have been the traditional barriers to the wider popularity of the technology. Restrictions on communications between LAN and WANs of different companies are commonplace, thus preventing ad hoc calling from users on different private networks. And even if the network issue is resolved, problems of end-equipment incompatibility can arise. There can also be limitations to what a video conference service provider or telecommunications carrier can offer in terms of Quality of Service (QoS) guarantees.

PCCW Global's High Definition Video Calling (HDVC) solution is cut from a different cloth. The service is designed from the ground up to enable customers to make high-quality video calls between different closed user groups or corporate networks using their existing HD video equipment. The service lets customers do business with minimal restrictions and investment in VC equipment, making it a capex-friendly deployment.

PCCW Global provides a one-stop shop HDVC solution over its award-winning and highly resilient MPLS network, which covers more than 1,500 cities and 110 countries around the world. PCCW Global gives customers a service account to ensure traffic is always exchanged at the nearest session border controller to minimise the latency between end-points – latency being an obvious enemy to smooth video communications.



You probably think of a video conference as most likely to happen in a boardroom, a purpose-built facility, or other corporate specific environment. This indeed is probably where most of today's video meetings take place. But the future may well lie elsewhere. PCCW Global is now exploring technology that will support HD video communications on handheld devices and mobile phones so users can join meetings and view data or video presentations simultaneously while on the road.

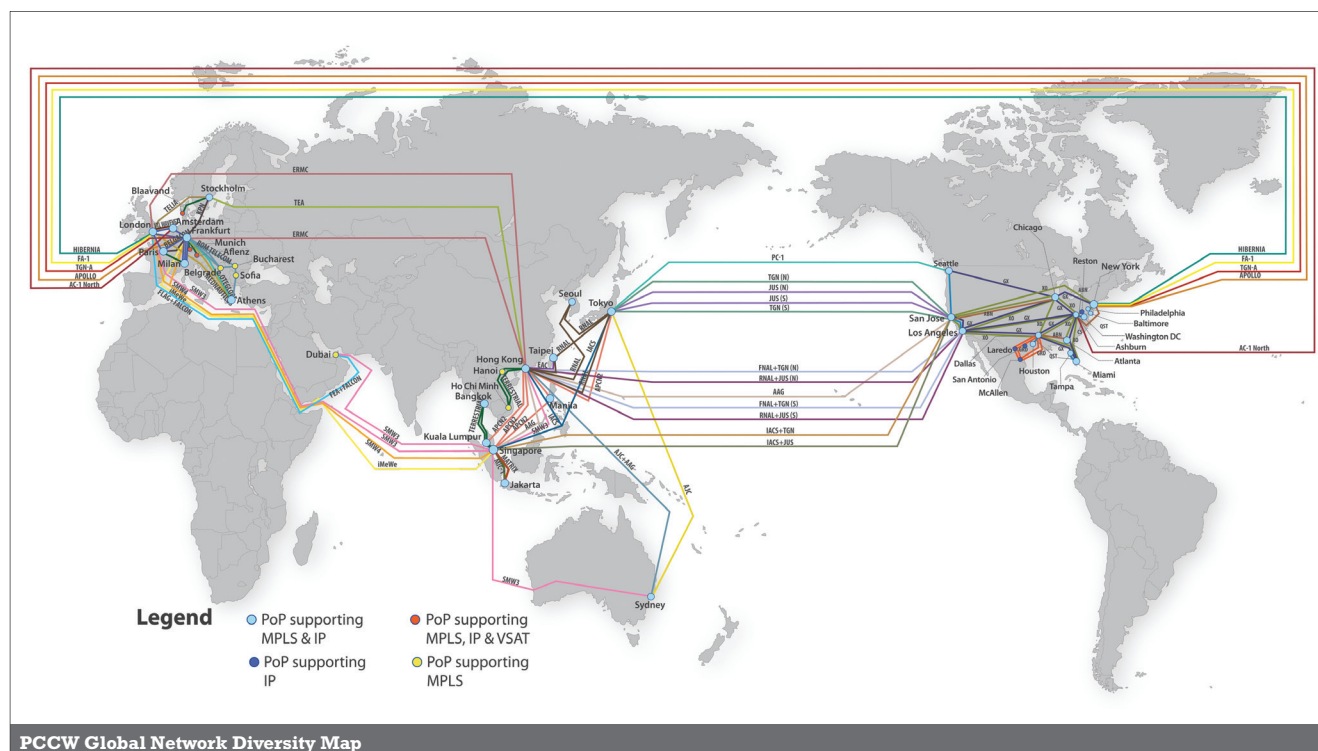
## Time to switch

So what makes video conferences using PCCW Global's Switched HDVC Service different? By allowing video calls to be 'switched' between different closed user groups or corporate networks using existing HDVC equipment, it accommodates traditional security restrictions on communication between various LAN/WAN and different equipment but collaborates intelligently with the underlying network. It also supports data collaboration so customers can share files and presentations during a call. Switched HDVC service allows direct end-point communications between two High Definition Video Conferencing end devices in a seamless manner but with a guaranteed level of QoS.

The service platform is both H.323 and SIP (RFC 3261) standards-compliant and works with many makes and models of existing video conferencing equipment.

In January 2011, PCCW Global successfully conducted a large scale, high-quality live-HDVC demonstration, connecting the United States, the United Kingdom, Hong Kong and Kenya, to show that it could offer users a satisfying HD Video experience anywhere over multiple networks and utilising different end-point equipment.

PCCW Global offers various customer interfaces. Customers can choose to communicate via an HDVC end-point or join a



## PCCW Global Network Diversity Map

conference with an internet browser on a computer. PCCW Global supports VC on various internet browsers including Internet Explorer, Firefox and Safari.

PCCW Global delivers High Definition Video Conferencing service (1080p) over a well-managed and highly resilient MPLS network with strict QoS and security control. Voice and video

## Tomorrow's network technology

Delivering next-generation ICT services while satisfying the needs of traditional wholesale capacity buyers means investing in tomorrow's network technology to match those ambitions.

This is why, PCCW Global will soon be the first service provider in Asia to deploy Ciena's 100G-enabled DWDM technology on its resilient ring-structured submarine cable system.

In order to provide cost-effective high bandwidth capacity in the north Asia region, PCCW Global will light up a ring of dark fibres on the RNAL Cable System.


The company has selected Ciena as its supplier to provide SLTE equipment and to further upgrade and improve PCCW Global's network. This latest upgrade will allow PCCW Global the ability to deliver path resilient cable capacity and interconnect with other regional and transpacific submarine cable system terminating in or transiting through the most popular Asian traffic hubs in Hong Kong, Taiwan, Korea and Japan.

"Following a rigorous selection process, we have chosen Ciena to provide cost effective, robust and advanced network solutions using 100G DWDM technology to further serve and enable our global customers, and we are pleased to be one of the first to use 100G in subsea" said PCCW Global CEO Marc Halbfinger.

packets are always transported with highest priority.

The company has a policy of consistently extending coverage via interconnections with many ICI partners to achieve the lowest latency and highest quality traffic from end point to end point while developing a management plane that can seamlessly be adopted by all carriers for switched HD video calling.

PCCW Global offers a one-stop shop solution connecting customers at varied bandwidth levels with strict quality and security controls. PCCW Global views Switched HDVC as a model that provides managed and measured traffic with value. The solution leverages the company's investments in a stable manner and at the same time assures that prices for adopters remain appealing.

To maximise the returns from their investment in next-generation networks, carriers are now starting to explore services that use those networks, as well as making them available in the form of raw capacity. Carriers are increasingly looking to explore other business areas outside of the traditional carrier remit, HD video calling with guaranteed QoS being one example, and cloud services being another. In its home market of Hong Kong, and also on a global basis, PCCW Global fulfils both the role of traditional telco and a pioneer of a whole new generation of ICT services across fixed-line, broadband internet, TV and mobile channels. 

**PCCW Global**

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