



Polycom HDX 7000 Series

Quick Reference Guide

Application Driven HD Conferencing

The value of the **HDX 7000** is that it provides a high-quality conferencing experience for users who are new to video communications or looking to enhance their existing network.

- 1) Incredible video quality at any bandwidth, with HD quality at 1 Mbps and above.
- 2) Amazing audio with 22 kHz StereoSurround™
- 3) Versatile platform for flexibility of applications



Key Benefits

Delivers HD video beyond traditional conference room settings

- Expands pool of teams and individuals sharing knowledge
- Increases adoption and use of existing video investments

Add value to any meeting with flexible HD content sharing

- Share content in HD with People+Content

Easily and securely integrate across your standards-based network

- Flexible connection options: H.323, SIP, BRI, PRI and serial applications
- Securely share sensitive documents or records with embedded AES
- Easily dial any meeting room by accessing “recent calls” or your company directory right from the home screen

Expect ultimate performance regardless of IP network conditions with Lost Packet Recovery (LPR)

- Provide consistent quality to/from home workers or field deployments with incredible QoS for IP packet loss
- Enjoy the expert lecturer in remarkable clarity – even on ‘dirty networks’ or over the public Internet
- Confidently share complete X-Ray’s, MRI’s or live diagnostics despite packet loss of 5% or more

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Qualifying Questions

Q: Do you have meetings that would benefit from higher quality audio and video?

Q: Do users regularly share data or media from a PC, document camera or other source?

Q: Would you benefit from having a more productive meeting?

Q: Would you like to make real-time business decisions using the conferencing technology vs. just talk about making decisions?

Q: Would you like to deploy the latest in video communications technology but have a limited budget?

A: *If the answer to any one of these questions is yes, your customer should consider the HDX 7000 Series of products from Polycom.*

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Value for Your Audience

To the IT Professional

- **Standard IP network protocols** – H.323, H.320, SIP
- **Low Bandwidth Requirements** – 1 Mbps to achieve true HD on the HDX 7000 Series. 4CIF resolution from 256 kbps – 1 Mbps.
- **Backwards compatible** with existing video conferencing network equipment.
- **Highly secure** solution with minimal support utilizing AES encryption
- Bandwidth & content configuration options to **optimize for any environment**
- Standard Polycom **management options** (web, SE 200, etc.)

To the Person Using the HDX Series

- **Dramatically improve your meetings** by eliminating the technology hurdles. Improved resolution = Less meeting fatigue.
- **Improved content sharing** – Share your media or data in high definition.

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Overcoming Objections

Q: I really don't need HD.

A: *The HDX 7000 Series is so much more than just High Definition. These units are Polycom's most powerful conferencing platforms ever designed. Users will all benefit from the improved data sharing capabilities, HD audio and improved video resolutions at any bandwidth. A Standard Definition only unit is also available with the HDX 7001 which will allow you take advantage of the latest chipsets and technology while giving you Standard Definition resolution.*

Q: I have a large network of older conference equipment; will these units be able to communicate with them?

A: *Yes, the HDX 7000 Series is completely standards based, so different devices will be able to talk to one another.*

Q: Other manufacturers have HD gear, why is your HDX 7000 better / different.

A: *Polycom offers the UltimateHD experience for every user. We offer Solutions to you vs. a "box".*

The HDX 7000 series will outperform the competition every step of the way.