

Polycom[®] VMC 1000 Video Media Center

Frequently Asked Questions

What is the Polycom VMC 1000?

Polycom Video Media Center™ (VMC 1000) is a video content management solution enabling organizations to centrally manage, leverage and protect all of their video content.

Why is video content management important?

With the success of videoconferencing companies like Polycom and video streaming sites such as iTunes and YouTube, video as a communications medium has dramatically grown and entered mainstream use.

With this increased video use has come the need for organizations to better manage their growing video content assets. From providing access to specific video content for specific audiences, to ensuring secure access to published materials, to ensuring guaranteed delivery and reporting on who viewed what video content when, video content requires a consolidated and more efficient approach to its use in the enterprise.

How can my customers incorporate video into their current communication strategies?

A few examples of how different lines of business may leverage video as a communication medium include:

Education/Training - Distance learning, recorded lectures, self-study, and certification

Corporate Communication - Internal announcements, all-hands meetings, investor relations, mergers & acquisitions

Human Resources - New hire training, benefits updates, compliance testing

Sales & Marketing - Product updates, sales rep training, promotions, reseller updates

Why is the VMC 1000 of value to customers?

At a fundamental level, the customer's experience is enriched via video since it offers the most life-like communication medium between parties. The VMC 1000 enhances this experience by providing users the flexibility to view and access video communications whenever and wherever they require, e.g. a video conference occurring between multiple parties at 4pm PST can be viewed the next morning by a viewer in the Eastern Time Zone; alternatively, the VMC 1000 can provide viewers with non-participant status access to a live conference. The VMC 1000 also greatly simplifies the video content creation process, empowering users to create and publish content easily and quickly using existing video endpoints and infrastructure.

Which organizations would benefit most from implementing the VMC 1000?

Nearly any functional group within an enterprise can benefit from the VMC 1000.



Executives

- Financial calls, All hands employee meetings, Board meetings, corporate communication

HR

- New hire training, Compliance training, Remote interviews, Recorded interviews

Sales and Marketing

- Product announcements, Sales training, Product Demonstrations, Customer demonstrations

Customer Service

- Video self-service, Video user guides, Video IVR

Other groups

- Recorded conferences and meetings

Product applications also cross different lines of business and verticals

Education

- Archive Lectures, Supplemental video for classes

Government

- Town hall meetings, Archive meetings

Healthcare

- Grand Rounds, Physician consultations

What differentiates the VMC 1000 from competitive market offerings?

Prior to the VMC 1000, video content management consisted of separate piecemeal components featuring minimal interoperability and integration capabilities - with existing video infrastructure elements such as videoconferencing endpoints and platforms, and with one another. Piecing together a video content management solution thus created a layer of complexity counterproductive to widespread use.

The Polycom video content management solution, with VMC 1000 at its core, streamlines the video content lifecycle by eliminating multiple products in favor a single consolidated solution for creating, editing, publishing, accessing and reporting on video content.

With the Polycom solution, existing videoconferencing endpoints (such as the HDX 9000) can serve double-duty as 'video creation stations' rather than just video conferencing terminals, enabling each conference room or desktop to serve as a venue for producing video content. This video content can then be edited, packaged and synchronized with other content such as slides,



documents, audio files, and more to create a single consolidated source for any given topic or series of topics.

What are the major features & benefits of the VMC 1000?

Feature	Benefit
Real-time & On-Demand Streaming	Ensure consistent message delivery and enable users to view enterprise video content regardless of location or schedule
Capture video conferences, corporate communications, and more	Leverage existing infrastructure for capturing content. Eliminate manual steps required to capture and secure content.
Publish, package, and customize content	Empower users to manage content and maximize efficiency of information delivery
Archive content for long-term storage	Ensure compliance by preserving the integrity of video content
Track and report on viewership, content statistics	Verify employee/organizational compliance and measure effectiveness of messaging
Secure enterprise content from creation to expiration	Streamline processes while maintaining most up to date content

What roles do the VMC 1000 and RSS 2000 play in a VC network?

The RSS 2000 provides a recording capability for H.323 video recording device content and will convert that content into Windows Media format. The VMC 1000 completes the solution for video content management by offering storage, content management, security, publishing and streaming components for live and on demand usage.

How does the VMC 1000 work with the RSS 2000?

The VMC 1000 polls the RSS 2000 for live or recorded content at specified intervals. The VMC 1000 creates a program for both live or on demand content and makes it available for viewing.



What other video conferencing products does the VMC interoperate with?

The VMC 1000 interoperability with other video conferencing products is through the RSS 2000. Any H.323 standards based video conferencing endpoint can have video recorded or streamed by a RSS 2000 which will then be made accessible as a Video-on-Demand or live stream to the VMC 1000.

Can I use the VMC 1000 if I don't have a videoconferencing network?

The VMC 1000 can be used independently from a video conferencing network. VMC 1000 programs can also be created with externally created Windows Media vide files.

