

Worldwide Telepresence Equipment -- Markets Reach \$4.7 Billion By 2015

LEXINGTON, Massachusetts (February 22, 2009) – WinterGreen Research announces that it has a new study on worldwide telepresence markets. Worldwide telepresence is poised to achieve significant growth as high definition video and audio are used for conferencing. Telepresence is available from conference rooms, executive offices, PCs, and web cam equipped robots. Economies of scale drive market growth. The return on investment (ROI) occurs within 8 months typically. Implementation of systems is anticipated to drive market growth at a breathtaking pace.

Telepresence is next generation high definition TV videoconferencing. Telepresence leverages high definition video and high definition audio to support collaboration across distance. People located remotely can communicate effectively because of the compelling experience provided by HD TV.

Telepresence systems connect people through the HD TV. They support social networking. They can be used to share experience when people are located remotely.

The bigger screens, the audio clarity, the visual clarity are compelling. They work together to provide a more lifelike communication experience. Collaboration is facilitated by enabling sharing of documents and power point presentations as if people were in the same room. Telepresence systems connect to a PC and send the signal to the high definition PC. When connected to a robot, the social networking systems can be used to follow a person around and say “Where did you go.” This is immediately great for interacting with children from remote places.

Telepresence is an emerging market segment driven by the need for geographically dispersed groups to communicate as if they are all in the same room. The telepresence solutions provide an immersive collaboration experience where remote participants are lifelike in size and voice and visual clarity.



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Telepresence solutions are standards-based and are available in a wide array of configurations that include full eight or 16-foot high definition cinematic views, high definition sound, and eye connect technology that places the camera at eye level for more natural face-to-face interaction. The telepresence solutions are available in multiple configurations accommodating from four to 28 people. Complete telepresence solutions have list prices ranging from US\$199,999 to US\$695,000.

Organizations that postpone essential technology deployments do so at their peril. Technologies including telepresence and virtualization make business more efficient.

Emerging trends like cloud computing, offer new efficiencies and reduce the need for capital expenditure. IT productivity technologies continue to advance into the enterprise. The enterprise is positioned to manage changing market conditions. The impact of Internet-based video and telepresence in business cannot be ignored.

U.S. businesses spend \$179 billion a year on corporate travel. TelePresence opportunity for the business segment, represents efficiency of communication. The quantum improvement in quality is what makes it feasible for telepresence to cut into travel budgets. This, in combination with the severe worldwide economic downturn is what makes it compelling for businesses to consider using telepresence.

Flexibility is provided for the organization telepresence. The solution provides a two-screen or three-screen systems that fits into any existing conference room and accommodates four to six participants. The solution features broadcast quality, HD video at 30 or 60 frames per second, 46-inch HD telepresence displays, pod microphones, advanced audio processing system, and full collaboration through picture-in-picture (PIP) or an optional external display. The Teliris Express Telepresence™ solution requires no room build-out and is compatible with Teliris' collaboration options for flexibility.

TelePresence Supports Body Language As Business Language

Communicating across language and cultural boundaries can be challenging. Being at a meeting in person gives optimum benefits. Cisco TelePresence allows meeting “in person” with customers, vendors, and partners at the touch of a button.



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The quality of the experience is vital. Customers and business partners expect understanding. Real understanding involves subtext and context. Telepresence leverages the fact that more than 60 percent of communications is nonverbal.

Sales Calls Need Real People In Person

One of the things telepresence does not solve is that in a sales call it is harder to say no to a real sales person than to an image of that person on a device. Thus sales calls generally need to be made in person. But there are many aspects of a sales call that can be managed using telepresence.

Information from experts, and communication of basic information on a power point can often be done remotely. Lots of details can be ironed out remotely. Relationships depend on communication and continuity.

WowWee Telepresence Robot

WowWee, an Optimal Group company (NASDAQ:OPMR), is a leading designer of hi-tech consumer robotic and entertainment products. WowWee Rovio personal telepresence robot is marketed as a home sentry device. It is a remotely controlled mobile web cam. It works off a PC computer with a broadband wireless Internet connection at the location where Rovio is to be used. The robot can then be controlled by any remote internet-enabled device.

The Rovio sends back both audio and TV-resolution video streamed in MPEG4 format. It has a two-way speaker/microphone setup that allows the remote user to "talk" with entities on the robot-end of the arrangement. It can also take snap-shots and find its own way back to its recharging base. The robot is priced at \$300.

The ROVIO allows creating up to 10 'paths' or sequences, and playing them back on command. Each path can contain several actions, like driving a route, changing the camera elevation, or taking and emailing a photo. This permits definition of regular surveillance tasks the robot can perform. The difference between a surveillance robot and a fixed camera is significant. The robot can be sent to investigate a situation that is questionable.



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Security robots are likely to be very useful for police and fire work. They can be deployed almost instantly and go to investigate where it is not safe for a person to go.

The ROVIO mobility platform consists of three powered wheels. The wheel design enables movement in any direction - forward, back, shift left or right, rotate slightly or 180 degrees, or spin in a circle. There is a button control.

The motion panel is logical and simple to use. The Rovio icon joystick can be dragged in any direction. Large white arrows make it move forward, back, or move laterally left or right, as long as the user holds them down. The blue arrows at the top rotate Rovio slightly clockwise or counter-clockwise. Blue dots around the outside quickly rotate the robot to a preset angle.

The economic downturn is having a negative effect on prices. Large deals in video conferencing are taking longer to close, with customers requiring multiple levels of approval. Checks with resellers show that the months of January 2009, December 2008, and November 2008 were progressively slower, with sales down from October 2008.

But, the markets continue to grow. The first benefit is cost. Supporters say telepresence can drive savings right to the bottom line by reducing travel expenses. Client retention is a benefit, as telepresence allows companies to create a stronger bond with their clients. They are able to meet more frequently with their clients spread around the globe, and telepresence offers a richer dialogue and greater collaboration than phone calls and e-mails. The same is true for interactions with partners, with distributors, supply chain companies, and resellers. Everyone benefits from a richer, more sophisticated level of collaboration.

ROI can build a business value case. For pharmaceutical research and development if telepresence takes three months out of the development cycle for a new drug, there is significant increased revenue to a company. The cost-cutting power of telepresence is making it an attractive strategic investment that can be documented in an ROI analysis.



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The American Electronics Association released a report as part of Earth Day that makes a strong case for telecommuting. The study found that if all employees in the U.S. whose positions allowed it worked from home two days a week, the demand for gasoline would drop by 1.35 billion gallons. Travel reduction is not just about airplanes, but about commuting as well. Conferencing and collaboration could play a major role.

According to Susan Eustis, lead author of the study, “When teams can have access to video network technology, it is like the Internet. More work gets done. Productivity increases by quantum amounts. The ability of a team to reach out to another group doing similar work, or which is part of a supply chain, or which has complementary design capability is not something that can happen without telepresence. Telepresence enables communication that would not happen otherwise.”

Markets for telepresence equipment at \$764.8 million in 2008 are anticipated to reach \$4.7 billion by 2015, growing in response to demand for a more efficient mode of communication. Economies of scale leverage the high definition components, making telepresence possible.

WinterGreen Research is an independent research organization funded by the sale of market research studies all over the world and by the implementation of ROI models that are used to calculate the total cost of ownership of equipment, services, and software. The company has 35 distributors worldwide, including Thompson Financial and Global Information GII Info-Shop.

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