

# Polycom CX5500 / CX5100 Unified Conference Stations

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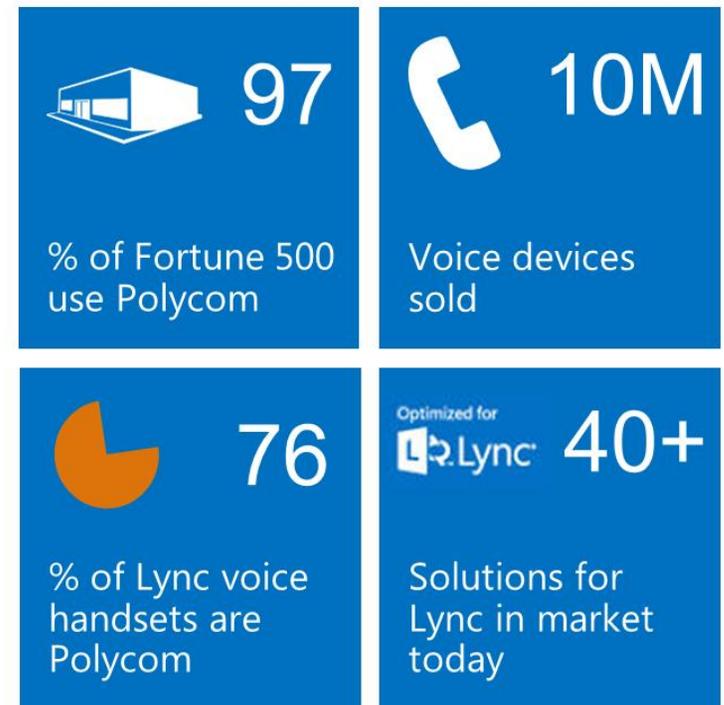
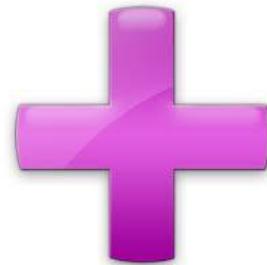
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# Agenda

- Market momentum
- Customer needs
- Enhancing everyday Lync usage
- So what's new about the Polycom CX5100 / CX5500?
- Polycom CX5100 / CX5500 Benefits
- Polycom CX5100 / CX5500 Positioning



# Lync gathers momentum with increasing market position



# End user Lync conferencing requirements



“I don’t want to have to learn a new app or system. How can we use Lync video clients in our conference rooms?”



“It would be great if we could easily pan to focus our attention on the person speaking without picking up a remote control”

“I expect to see and hear everyone on the Lync video conference and focus on the meeting—instead of worrying about solving video and audio issues.”

# IT Staff requirements for Lync conferencing



“I’d like to give my conference room users a simple ‘plug-and-play’ solution for use with their laptops without them having to call IT for support.”

“Can our Lync video solution in conference rooms also support voice calls through the IP PBX we still own?”

“Allowing users to setup adhoc video conference calls from any room would allow my IT support resources to focus on other important tasks.”

## CFO: “Reduce operational costs in our business”



“With our Real Estate costs and space challenges, I expect solutions that will maximize room usage”

“What is the ROI? How does this reduce our operating costs?”

“We need to reduce travel for meetings and user acceptance of video conferencing is essential to make this happen”

# Polycom CX5100 / CX5500: Enhance everyday use of Lync 2013



**Polycom CX5100**  
(USB only)



**Polycom CX5500**  
(USB + VoIP)

# Polycom CX5100 / CX5500: Enhance everyday use of Lync 2013



Sales Training  
(One to Many)



Agencies reviewing  
creatives with clients



Project reviews with  
offshore software partner



Adhoc video-enabled  
meeting room for start-up



Group Video for  
emergency worksites



Remote offices with no IT  
staff to enable video  
conferencing

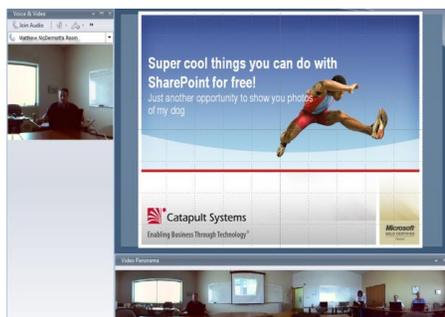


Collaborative discussions  
on architectural designs



Important company  
events and meetings

# Polycom CX5100 / CX5500 Key Features



## HD Video for Active Speaker (Lync 2013)

Active Speaker video up to 1080p/30fps  
HD 720: 1280 x 720p  
VGA: 640 x 480p  
CIF: 352 x 288p



## Unique 360-degree panoramic room view

Panoramic camera supporting 1920 x 288 pixels (Lync 2013)  
New Locking Privacy Cap



## Legendary Polycom HD Voice for Lync 2013

Audio based on Polycom SoundStation IP 7000  
Audio bandwidth from 160Hz to 22kHz  
3 Omnidirectional mics with 20ft/6m range



## VoIP/SIP Telephony (CX5500 Only)

Standalone SIP/VoIP telephony supported

# CX5100 or CX5500— which one should I choose?

## Polycom CX5100



Plug and play video/audio with laptop in conference rooms

Unique camera option for CX8000 (Lync Room System)

- No LCD panel focuses room control on Lync room controller

Video for Office 365 (cloud)

## Polycom CX5500



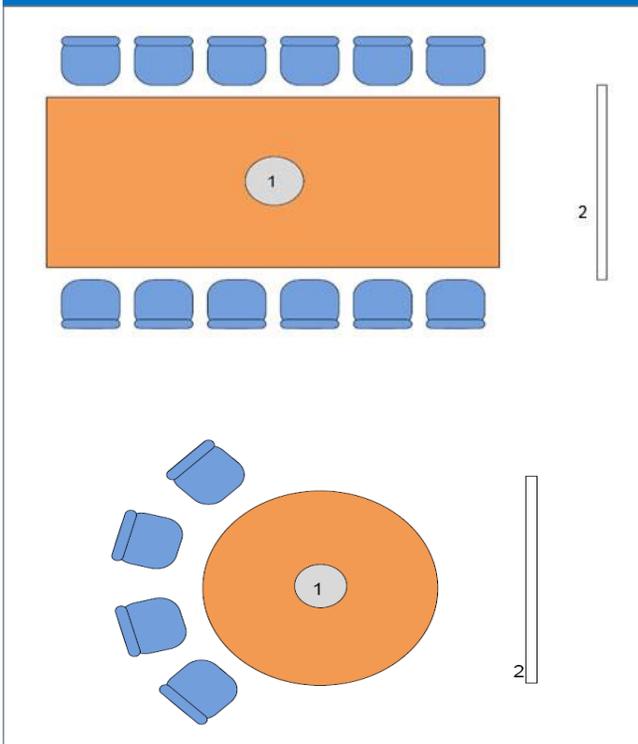
Plug and play video/audio with laptop in conference rooms

Standalone audio conference capability eliminates the need for a second conference phone on the table top

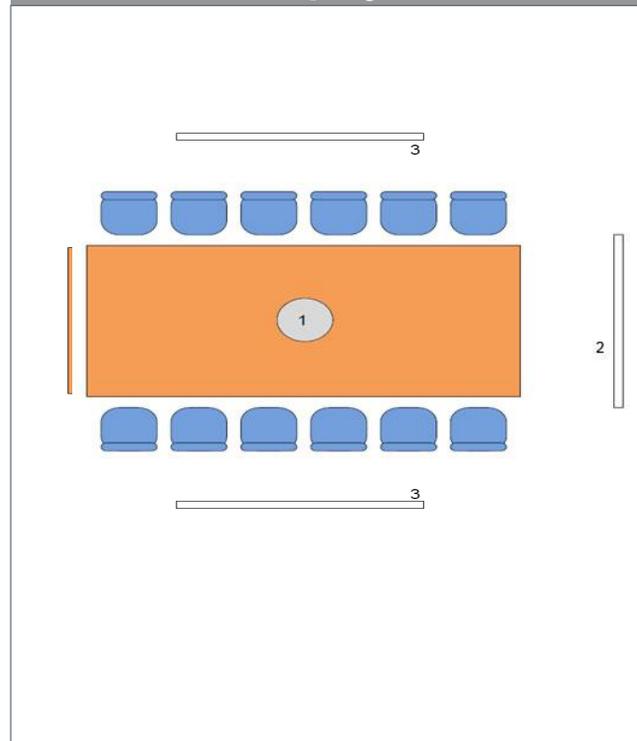
- Works with OpenSIP Voice platforms or Lync Server

# Room layout options for Polycom CX5100 / CX5500

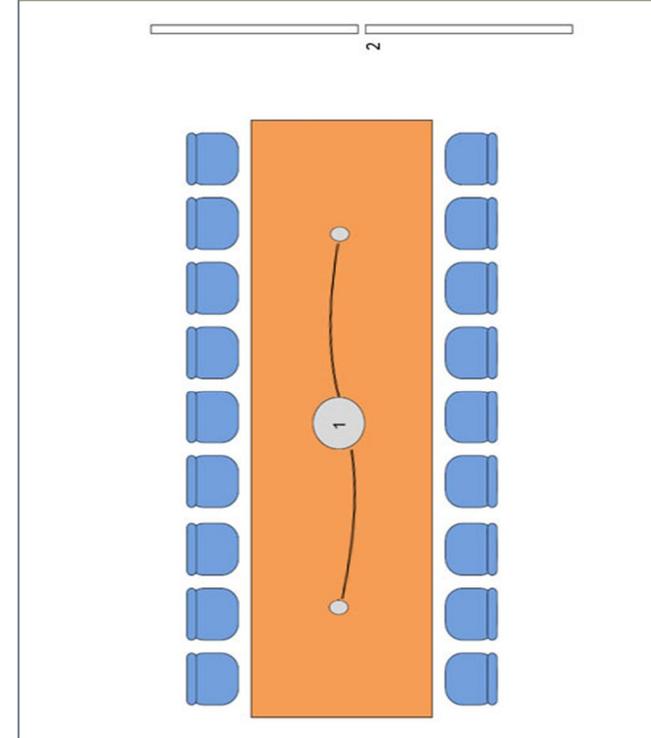
## Laptop output to single display



## Laptop output to multiple displays



## Camera option for CX8000



# Polycom UC Solutions for Microsoft

## Voice *Desktop & Conferencing*



## Telepresence *Immersive, Room, Desktop, & Mobile*



## RealPresence Platform *Video Collaboration & Management*



## Polycom CX5100 / CX5500 Benefits



More productive meetings in true HD Video, with automatic tracking of the active speaker.

360° View of all participants in the room for a fully engaged meeting with HD Voice.

Reduce training costs with simple USB plug-and-play connectivity with little or no training.

Lower IT support costs and better ROI with adhoc and increased room usage for collaboration.

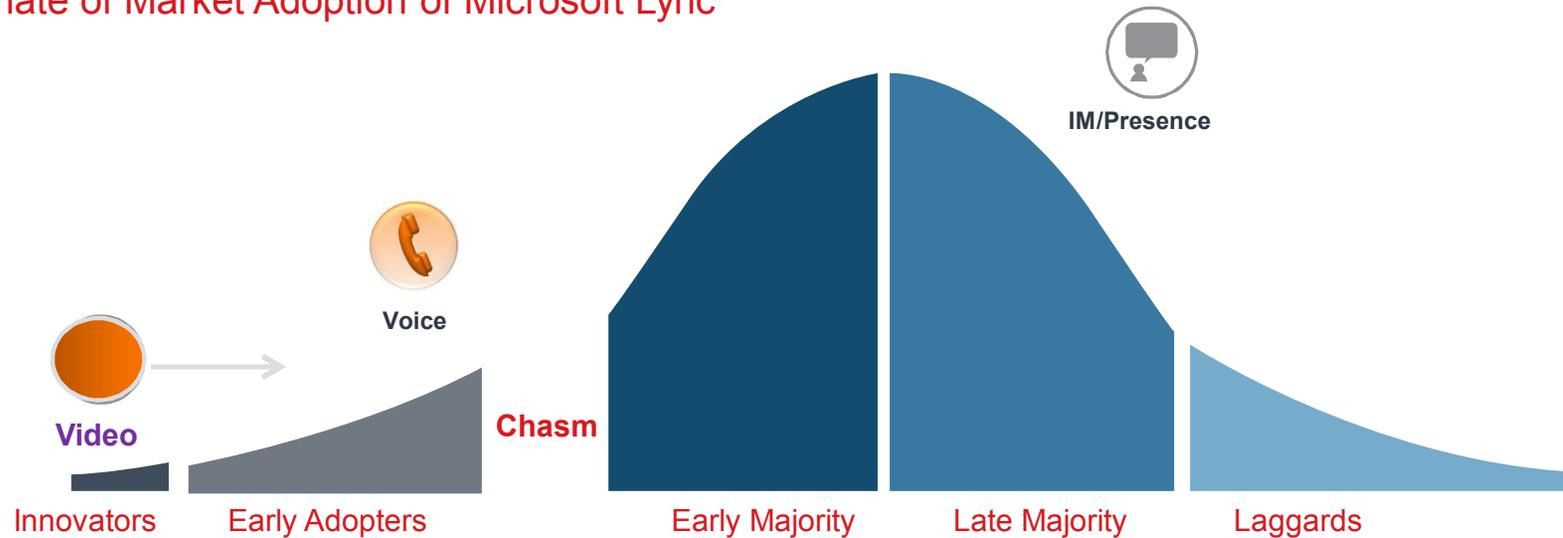
No need for separate SIP/VOIP audio conference station in the room (CX5500 Only).

# Thank You

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# Microsoft Lync: Moving beyond IM/Presence

Estimate of Market Adoption of Microsoft Lync



Source: Adapted from Geoffrey Moore's *Crossing the Chasm*

# Deployment timing

You can implement Lync video before Lync voice if the customer has existing IP PBXs in service



## Microsoft Lync Deployment Best Practices Checklist

How do you score?

In its article, *Developing a Cap-and-Grow Strategy and Best Practices for Lync Deployment*, Best Research of CX Research has the top 14 best practices to follow when deploying Lync. Here is an opportunity to score your organization, and some suggestions to improve your score.

**Disclaimer:** Check the box next to each Best Practice that you are currently following. Then check your score at the bottom and find resources that can help you improve.

When we deployed Microsoft Lync, my team/organization:

1. Enabled IM and presence first, in parallel to our existing communications infrastructure	<input type="checkbox"/>
2. Expanded the number of Lync desktop applications within the organization	<input type="checkbox"/>
3. Enabled Lync Enterprise Voice	<input type="checkbox"/>
4. Inventoried existing voice and video assets to determine which ones could be used with Lync	<input type="checkbox"/>
5. Deployed an enterprise session border controller for scale and security	<input type="checkbox"/>
6. Migrated SIP trunking and deployed a centralized Lync deployment	<input type="checkbox"/>
7. Made Lync the primary voice server, consolidating the other voice servers	<input type="checkbox"/>
8. Turned on advanced voice features like unified messaging and simultaneous ring	<input type="checkbox"/>
9. Chose a Lync partner to simplify a broad Lync Voice implementation	<input type="checkbox"/>
10. Retired legacy PBX systems and migrated users and applications	<input type="checkbox"/>
11. Implemented Lync video	<input type="checkbox"/>
12. Rolled out Lync with BYOD, starting with road warriors and mobile professionals	<input type="checkbox"/>
13. Implemented rules of engagement for virtual meetings	<input type="checkbox"/>
14. Develop Lync-enabled applications, like click-to-call and click-to-video	<input type="checkbox"/>

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Rate your score here! To find out more and improve your score, click here to download our new CX Research article, *Developing a Cap-and-Grow Strategy and Best Practices for Lync Deployment*.



## Technical Specifications (compared to previous CX5000 HD)

	<b>CX5000 HD (2012)</b>	<b>CX5500 and CX5100</b>
Active Speaker Video	720p/15fps	1080p/30fps
Panoramic Video	1056 x 144	1920 x 288
Audio	150 Hz – 7.5 kHz	160Hz to 22kHz
Telephony	Analog (POTS) or USB	CX5100 – USB only CX5500 - USB or SIP Telephony
USB	USB 2.0	USB 3.0
Privacy Cap	None	NEW Locking Captive Privacy Cap

**2X video improvement with highest Polycom audio quality**

# Frequently Asked Questions

## **Q. Are the CX5500 and CX5100 also compatible with Lync 2010?**

Yes. They're fully backwards compatible with all environments supported by the current CX5000. However, only Lync 2013 supports 1080p.

## **Q. What is required for 1080p?**

- Quad core laptop or PC
- USB 3.0 port
- Connection to a Lync 2013 server
- Bandwidth

## **Q. Is the 720p video quality (i.e. Lync 2010 or dual core PC) better on CX5500 and CX5100 than the CX5000 HD?**

Yes. New camera optics in the CX5500 and CX5100 deliver a sharper image.

## **Q. Can I use the CX5500 or CX5100 with a Polycom Group Series or HDX?**

No. The CX5500 and CX5100 (like the current CX5000) are USB-connected peripherals.

# Frequently Asked Questions

## **Q. Can I use the CX5500 or CX5100 with a communication environment other than a Microsoft Lync or related environment?**

At this time, Polycom neither tests nor supports the use of any of the CX5xxx products with clients other than the Microsoft clients.

## **Q. Can I use the CX5500 or CX5100 with a Lync client on a Macintosh computer?**

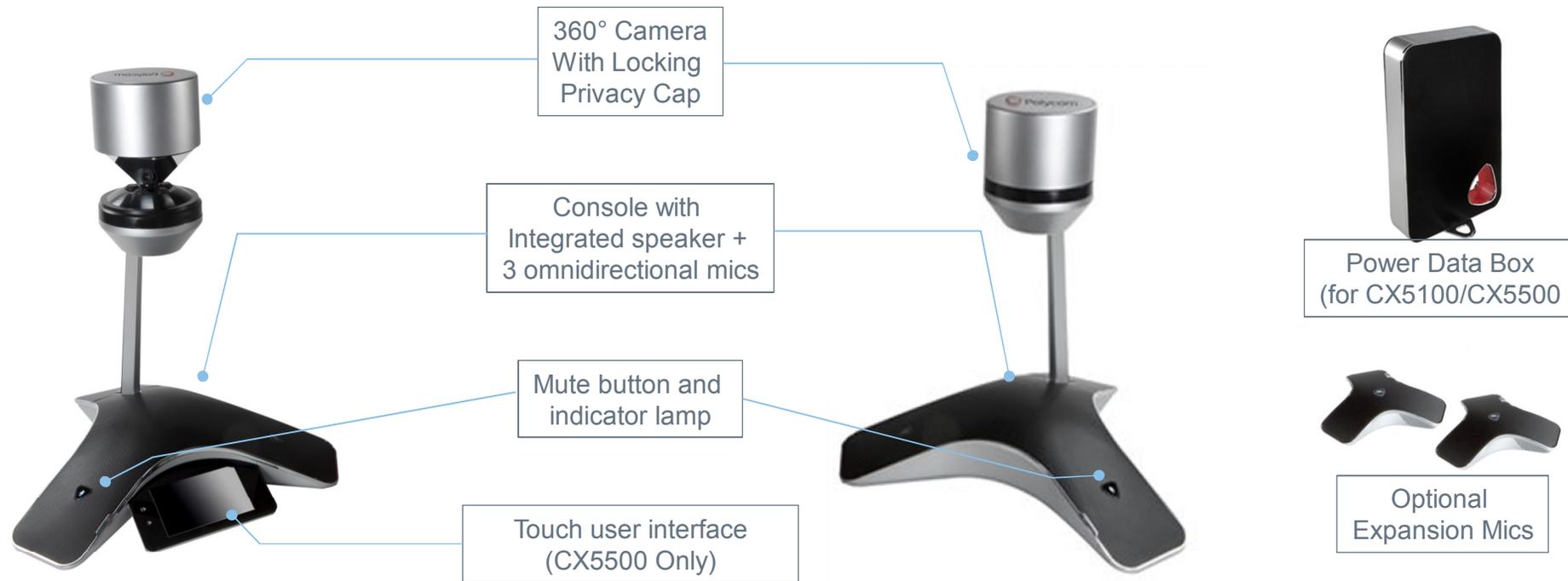
CX5100 or CX5500 with a Lync client on a Macintosh computer is not supported at this time.

## **Q. Will the CX5500 or CX5100 be featured in the Polycom Executive Experience Centers?**

Yes. We are planning to show the CX5500 in Microsoft solution demonstrations in selected EECs. Priority will be given to installing them in:

- San Jose
- New York
- London
- Paris
- Singapore
- Sydney
- Additional EECs to follow later in 2014 (TBD)

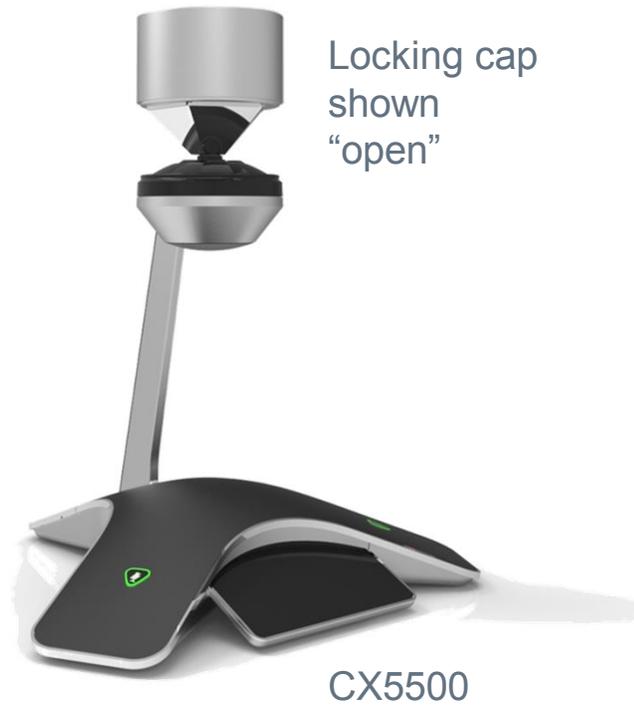
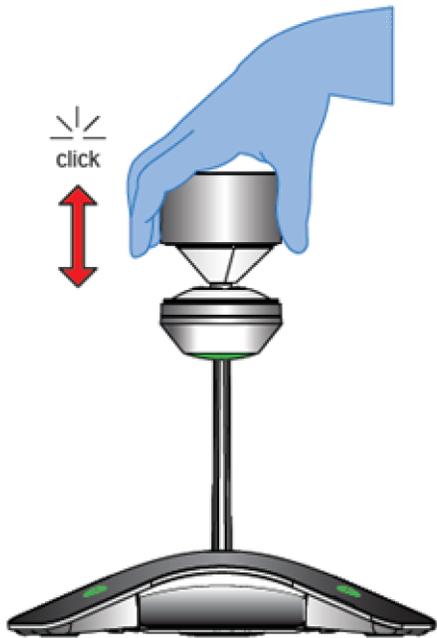
# Polycom CX5100 / CX5500 Features and Accessories



**CX5500 Unified Conference Station**  
(USB + SIP/VoIP)

**CX5100 Unified Conference Station**  
(USB only)

# New Locking Cap



# Installation in room

- 20 feet (6 meters) microphone range on conference station base unit
  - Covers a very large conference table with no need for additional microphones
- Power Box
  - Install under table
- USB 3.0 cable length
  - Included cables are 3 meters
- Placement of display(s) in room
- Kensington locks

