

**Contact:**

**Anatoli Levine, IMTC President**

[alevine@avaya.com](mailto:alevine@avaya.com)

**John Ehrig, IMTC Executive Director**

[secretary@imtc.org](mailto:secretary@imtc.org)

925.275.6600

## **IMTC Announces Availability of CTO Roundtable Videos**

### *Moving Videoconferencing Industry Forward*

**San Ramon, Calif. -- October 19, 2011 --** The first-ever IMTC CTO Roundtable meeting took place March 2011, bringing together CTOs of IMTC member companies, videoconferencing users and industry analysts. The meeting was hosted by AT&T at their Middletown, New Jersey office.

During the meeting, participants discussed current and future real-time, unified, and rich media communication technologies and their practical usage in large and medium size enterprises. Most importantly, discussions focused on identifying “user pain points” (obstacles), which prevent mass adoption and usage of these technologies in the enterprise installations, and ways to address such obstacles in a proactive manner.

The attending CTOs reinforced the importance of standards to ensure interoperability across the industry. With the amount of change going on in mobile and fixed line networks, IMTC members have focused efforts on developing products and services that are delivering to enterprises the ability to have video and/or rich media calls anywhere and anytime.

The CTOs reaffirmed the necessity for the IMTC to continue to host regular interoperability testing events and saw IMS and services like Voice over LTE (VoLTE) along with the telepresence protocol, which were both tested, for the first time, during IMTC’s annual SuperOp event in May 2011, as important steps towards achieving overall interoperability in real-time, unified and rich media communication environments.

During two days, more than 20 sessions were presented by IMTC member CTOs, senior engineering staff, users and analysts. Here are some of the highlights of the presentations:

**Ronald Gruia, Principal Analyst – Frost & Sullivan**, started his presentation from the current state of the market for communications technologies and outlined the need to provide a truly Unified Communications platform to satisfy the communications requirements of today’s enterprise. Mr. Gruia continued to outline future trends in development and deployment of the communications technologies from video communications to 4G networks.

**Phil Edholm, VP, Technology Strategy & Innovation – Avaya, Inc.**, focused his presentation on the key technological factors which are critical for delivering successful and usable collaboration platforms. Mr. Edholm went on to explore different styles of collaboration and the importance of proper understanding and representation of the Presence modes as an enabler of unified communications.

**Mirril McMullen, Director Connectivity Solutions Architecture – Pfizer**, presented a large enterprise perspective on video conferencing deployments. More than a thousand of room systems, more than a hundred HD Video room systems, 20+ functioning Telepresence rooms – and real life issues of deploying

and managing such an infrastructure. Resource availability, scheduling and perceived user values are some of the gating issues to be overcome for successful video conferencing deployment.

**Bill Rippon, Senior Network Engineer – IBM Research Integrated Solutions**, presented the history and current state of video communications deployments in such a large and technologically advanced enterprise like IBM. Mr. Rippon outlined interoperability, ease of use, universal call and resource scheduling, simplified dialing across enterprise boundaries and unified support for fixed and mobile devices over any type of network as some of the key issues to be solved to fully realize promise of video communications in enterprise and beyond.

The event was moderated by Andrew Davis, Principal Analyst of Wainhouse Research. Video recording of the presentations will be available through the IMTC Blog. Presentation slides are available at IMTC's Presentation Channel.

#### **About the International Multimedia Telecommunications Consortium (IMTC)**

The IMTC is an industry-leading, non-profit organization whose mission is to promote and facilitate the development and use of interoperable, real-time, multimedia telecommunication products and services based on open international standards. The IMTC hosts interoperability testing events and demonstrations throughout the world. IMTC has hosted numerous events to test IMS, VoLTE, SIP, H.323, 3G-324M, TIP, 3G PS Streaming, and other Voice over IP products and services with each other. The IMTC Board of Directors includes representatives from AT&T, Cisco Systems, Ericsson, HP, Huawei, LifeSize Communications, Nokia, Polycom, RADVISION and Vidyio. The San Ramon, California-based consortium comprises approximately 40 member organizations from around the globe. Membership is open to any interested party, including vendors of audio, document, and video conferencing hardware and software; academic institutions; government agencies; and non-profit organizations. "The IMTC is making Rich Media happen Anywhere, Anytime." Further information on IMTC can be found at <http://www.imtc.org>.