

videoconferenze
telepresenze



AYNO | Videoconferenza
e Telepresenze



Remote collaboration

Videoconferencing has changed... Today, you can.



Quality: Video has reached unprecedented quality levels thanks to HD-ready or Full HD technology.

Images: The era of small-sized monitors placed at the far end of a meeting room is over. Nowadays, screens are large and display life-size people images.

Audio: High Definition Audio... You'll be surprised by the high level of voice quality.

Bandwidth: Compression and decoding algorithms have been improved; today, excellent results can be obtained with lower bandwidths than in the past.

Costs: Videoconferencing systems ensure a high return on investment. The more you use them, the more you save, the higher your efficiency level.

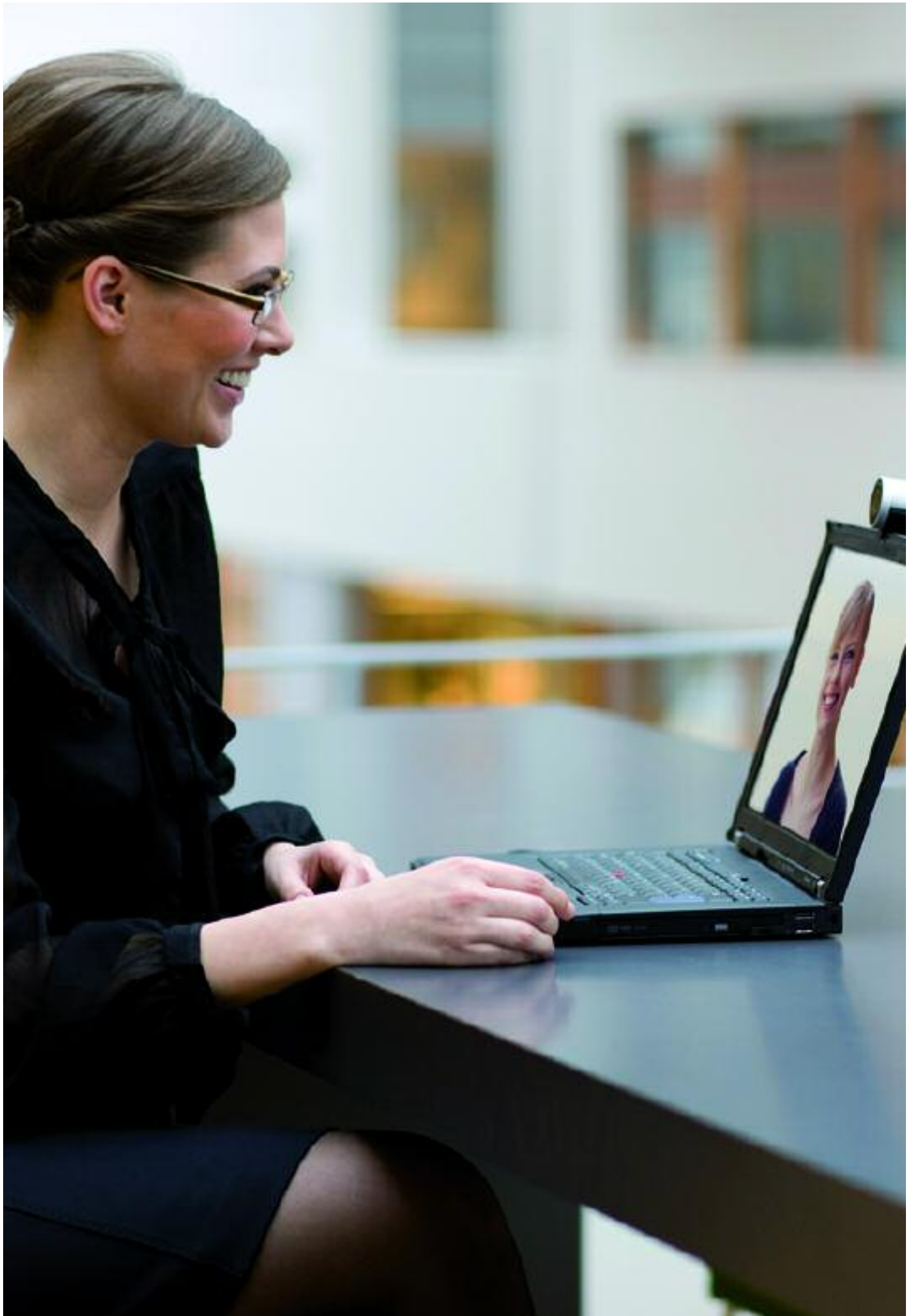
• Can you imagine **a future** with no tailbacks, no time wasted in airport lounges, where transfers are reduced to a minimum and the use of time is optimized?

• Can you imagine how **simple** it would be if you could talk with people in Sydney, New York, Hong Kong... just by pressing a single button?

• Can you imagine finishing your work **on time** and having more time for yourself and your family?

• Can you imagine a way of working that impacts less on **the environment** and results in higher energy savings?

Imagine changing your future **right now** through **telepresence**.





Why Videoconferencing and Telepresence



Videoconferencing and telepresence solutions help organizations achieve their main goal: improve productivity. These technologies offer companies immediate

advantages. Some of these advantages are clearly visible and can be measured, but there are also other benefits which are equally important as they improve the quality of life of individuals.



The benefits: some examples

Department	Benefit
Sales	Sales cycle reduction.
Marketing	Faster content and strategy development.
Manufacturing	Improved supply chain integration. Faster time-to-market.
HR	More rapid recruiting procedures. Training. "Face-to-face" management of resources
IT	Real-time support to distributed users.





On your desk, in an executive office, on your PC, at the reception desk, when you are on a train, at the airport... there's a solution for every need.
This is **Personal** videoconference



Meetings among far-flung team members: maximum flexibility and quick decisions... higher productivity for the company, better quality of life for you.
This is **Room** videoconference



A fully immersive visual collaboration solution ensuring top-quality performance, extremely reliable and easy to use.
Try the **Telepresence** experience

Everybody can speak with everybody. The three solutions are interoperable and constitute a single business collaboration environment.



Specialists operating in Italy since 2000

Be global without moving. Be telepresent.

Ayno Videoconferenze is a company specializing exclusively in videoconferencing and telepresence solutions. Set up in 2000 along the lines of international market-leading videoconferencing providers, it is the only Italian company that

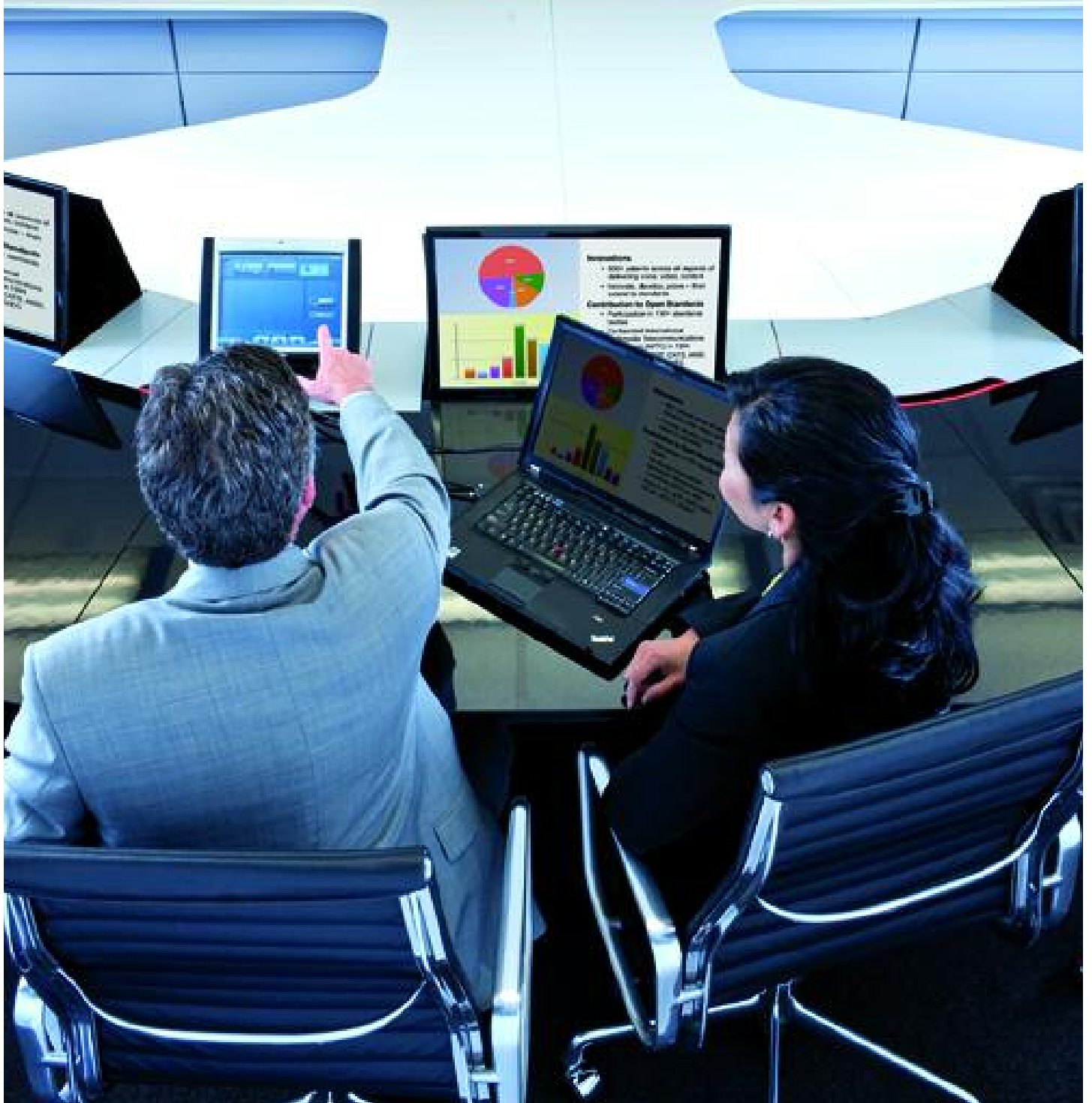
has achieved the status of Official Partner - i.e. a company entitled to directly sell products and provide technical support for such products - of two of the major world manufacturers in this industry, TANDBERG, now part of CISCO, and

POLYCOM, which greatly value the very high level of international technical certifications achieved by Ayno. Through its head offices located in **Rome** and **Milan** Ayno Videoconferenze provides commercial consulting, installation and technical assistance services to customers in every area of the country. Ayno can also support Italian companies planning to expand abroad through a widespread network of global partners. Both Ayno head offices feature a **large Demo Center** which is open to customers who are considering deploying a videoconferencing solution and represents a valuable working tool for its entire sales and technical team.

For Italian companies operating abroad

Italy is already present abroad through various manufacturing, commercial and political entities, but maybe this presence could be increased. It could become a DAILY presence. Through TELEPRESENCE you can reach your production site in the Far East, your Call Center in Eastern Europe, your subsidiary in South America within seconds. And it would surprise nobody if a diplomatic mission were organized in the same way. That is, using telepresence.

Ayno helps Italian companies and organizations operate all over the world: over the last ten years, Ayno has taken part in a series of international projects which have enabled the company to consolidate and extend its network. Come and discuss with us the possibility of increasing your PRESENCE IN THE WORLD.





Spazio Ayno in Rome and Milan

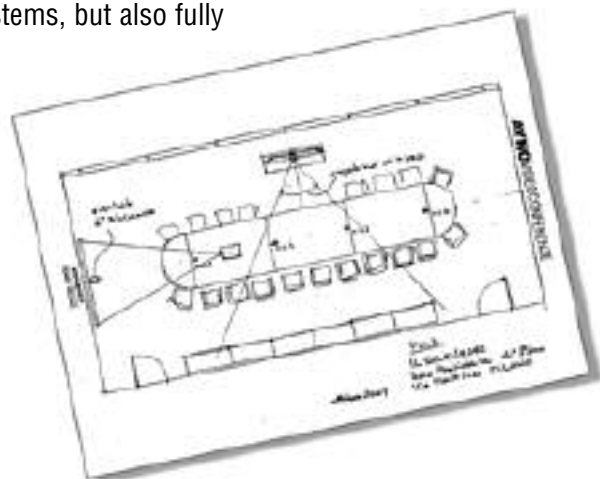
Demo centre and public room



Providing all-round video communication solutions also means setting up efficient demo centers equipped with the latest technologies and creating places that can also be examples of a real working context.

Thus, these centers do not feature only last-generation video systems, but also fully

equipped meeting rooms designed with particular attention to geometries, acoustics, lighting and furniture. This is Spazio Ayno, located in Rome and Milan, in the city center, and always open to visitors. Here you can try the most advanced





How to make a video meeting room comfortable

More and more often we are called to set up rooms for video meetings. These are highly-specialized rooms intended for few people that can also be used for traditional meetings. Always ready for use, easy to use even for beginners, and designed to favor concentration, video meeting rooms feature the following main characteristics.

- **Monitor**

Its size and position depend on the distance between the monitor and the conference participants: we want the telepresence experience to be as natural and real as possible. A second screen is necessary to display documents.

- **Video camera**

The video camera operation should not distract the participants.

However, only a correct shooting angle will ensure a successful video meeting.

- **Table**

Video meeting tables are fitted with cables; their shape and placement are such as to facilitate viewing. Everything is aimed at making things easier for users.

- **Acoustics and lighting**

Video meeting participants work in a more relaxed way and feel less tired if the room features good acoustics and correct lighting. The importance of these elements must never be neglected.

- **Placement of furniture and video devices**

Placing a video device on a piece of furniture equipped with wheels can ensure flexibility, but it can also result in higher imprecision and approximation. By fixing the video unit into place, its use will be easier and more immediate.

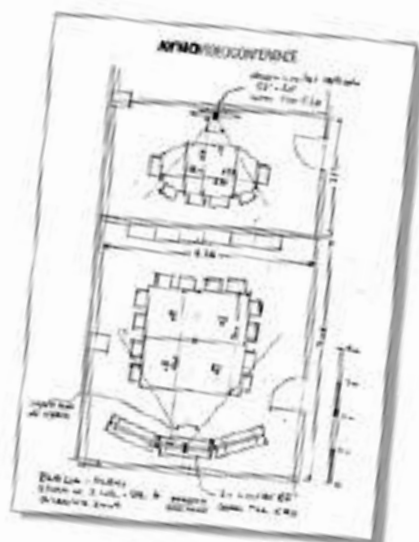


videoconferencing and telepresence solutions and assess their relevance to your needs with the support of our specialists, even by simulating a real business meeting... no brochure can illustrate better the potential of the solutions on display at Spazio Ayno.

In both cities, Spazio Ayno includes Videomeeting Rooms that can be reserved for HD videoconferences among users based anywhere in the world. The **Public Room** is a very convenient service for those who want to start working with video communication tools or for those who want to try a new solution.

In Rome, Spazio Ayno is in Via di Monserrato 126, right in the historic city center.

In Milan, you can find it at the Procaccini Center, Via Messina 38: 400 square meters of telepresence solutions.





Competences

Our job calls for interdisciplinary competences even in areas which appear to bear little relation to each other. Apart from the video communication solutions

developed by the world leading manufacturers, we deal with all the details connected to them, so as to provide functional, perfectly integrated systems.

- **Telepresence Systems**



To obtain a “real-life presence” effect ensuring maximum ease of use.

- **Infrastructure Components**

Scheduling and Management Systems, MCU’s, Gateways, Firewall Traversal Applications: the infrastructure is essential when your company becomes a Video Company.

- **Audio conferencing Endpoints**



The telephone in its various versions: from the personal desktop unit to the meeting room phone system.

- **Setting Up a Video-meeting Room**



To turn a room into a Video-meeting Room you need the right furniture, specialized lighting and special panels to optimize acoustics.



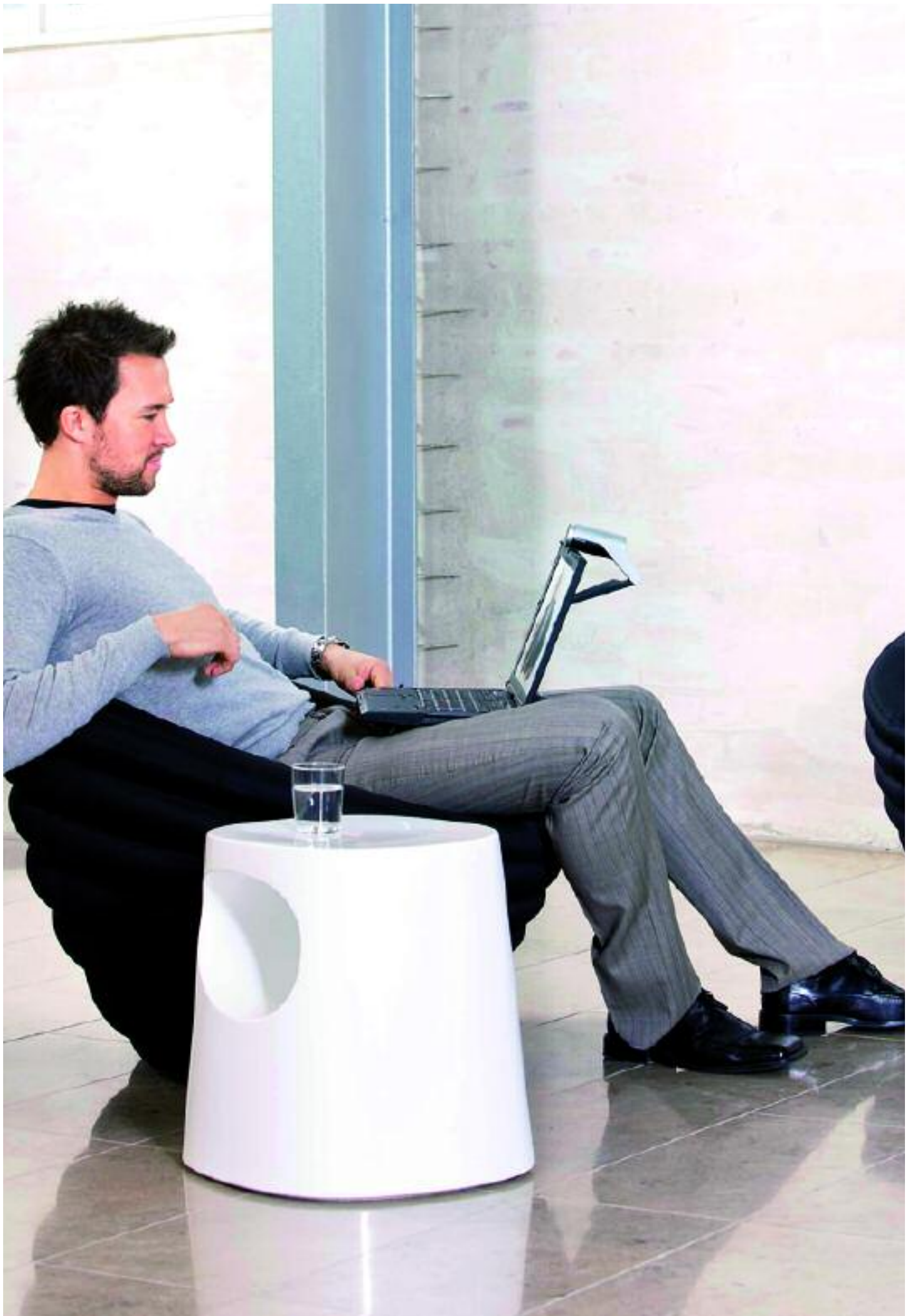
- **Audio Visual Devices**

Monitors, Video Projectors, Microphones, Room Controls, Audio Systems, all that is needed to turn your office into a multimedia center.



- **Videoconferencing Endpoints**

You can choose among the best systems from leading world manufacturers which ensure total reliability and 100% quality guarantee.





Advanced services

A company that invests in technology needs a reliable partner capable of generating services and adding value to the project. Since 2000, Ayno has been offering ISDN-based Multi-point, Public Room and Demo Center services. The current services range has grown larger and includes more specialized or more innovative services in addition to the traditional deployment and technical support services.

Conference Call:

A technology which has now become quite widespread and is



increasingly used to gather people no matter where they are located. Ayno offers tailored subscription packages which

are extremely easy to use and simple to manage from a cost allocation viewpoint.



Multi-point IP Video Communication:

The use of the public Internet network is constantly increasing; Ayno has followed this trend and deployed its bridges on the network.

IP → SDN

IP/ISDN Gateways:

The ISDN network is still used, but maybe it is no longer worthwhile to deploy dedicated ISDN lines and systems. Connect to Ayno over IP and Ayno will connect you to the ISDN network.



Videoconferencing and telepresence, what's the difference?

“Telepresence is a videoconferencing experience that creates the illusion that the remote participants are in the same room with you”

*Wainhouse Research,
Telepresence 2007 Report*

A telepresence system typically consists of a “multicodec” unit - with three or more monitors and video cameras - placed in a highly-specialized room featuring special furniture, lighting and acoustics.

*In this environment, users enjoy a unique communication experience: crisp, life-size images, “eye contact” and, most importantly, **no remote controls needed to operate the system, no tuning required:** you can give all your attention to the meeting. Connection reliability exceeds 99.9%. Although the telepresence system can interoperate with any other*



video communication system, the “real-life presence” effect is guaranteed particularly if you connect to rooms equipped with the same technology. Recently, the term “telepresence” has been used also for systems with a single large screen and with reference to some executive desktop systems. High definition has therefore changed the videoconferencing world and now there seems to be a tendency to increasingly use the term “telepresence” to refer to any high-quality video collaboration context. As a matter of fact, HD is not the only feature that creates the illusion mentioned by Wainhouse Research: also the relaxing environment of the dedicated meeting rooms and the ease-of-use of these systems are significant contributing factors.

Come and try this experience with us.

Public Room **WELCOME** **with Telepresence:**

In our Rome and Milan centers and through other partners all over the world we can provide Full HD connections with a “real-life presence” effect. This is an extremely convenient way of professionally managing specific situations, such as candidate interviews.

Network assessment:

In order to ensure that your video communication system reaches the level of reliability it deserves, you have to assess to what extent data flows impact on it. Ayno will certify your network.



Unified Communication:

We will make sure that your Videoconferencing and Telepresence solution is fully integrated with your telephone network, with your messaging systems and all the others telecommunications devices used in your organization.



Courses, training, guidance on how to adopt and use Telepresence:

Simple as it may now be, somebody might find talking to a screen difficult at the beginning. Ayno helps your company evolve technologically through training courses that increase the users' familiarity with video systems. Protecting your investment always pays.



Long-term leasing: a winning option

A telepresence or videoconferencing system leased on an operating lease pays for itself; you don't need a budget for this investment.

You just need to link the cost center where you allocate rentals to the cost center for travelling expenses, which will invariably decrease.

The comparison will be so favorable as to leave no doubts about the return on the investment.

And this calculation is not even taking into consideration other significant, although not so immediately quantifiable, advantages, such as a more rational use of time, increased collaboration and improved decision-making.

Leasing video collaboration devices on an operating lease means exploiting an exceptionally lean accounting tool, which is at the same time flexible and offers full maintenance coverage

Contact us to know how much your solution would cost per month.





The factors of video communication development

There is a recipe for turning your company into a video-company, with great benefits in terms of efficiency and savings. These are its four main “ingredients”:



Electronic devices: select the best ones available with the help of an expert partner. Reliability and quality are never too high if video collaboration is to become an integral part of your working environment



IP Network connectivity: today bandwidth availability is no longer an issue, therefore economizing on connectivity means under-using the installed capacity. Why jeopardize the success of a technology project?



Room design: the design of the room, with its geometry and physical characteristics, greatly influences the performance of video systems. These two elements combined must result in a place that all users can easily reach and use.



Corporate rules: Sometimes a little help may be needed to encourage wider video communication adoption. Rules can help us improve the way we work and live.

Ayno, the green solution

We think it's a great saver... what is your opinion?

We at Ayno **care for the environment**. We believe that some choices can improve the world we live in. Our two head offices have a high energy efficiency rating and use power generated from renewable sources. For city transfers we prefer car sharing services. We strongly believe that, apart from ensuring economic benefits and

productivity increases, a videoconferencing system can improve people's quality of life and reduce the environmental impact of companies and individuals.

- A round-trip flight from Rome to Milan corresponds to **180 kilos** of CO2 emissions per person.
- A round-trip by train from Rome to Milan corresponds

to **35 kilos** of CO2 emissions per person.

- A video conference of average length featuring the best quality enabled by current technology releases **0.66 kilos** of CO2 into the atmosphere.

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