



# VISUALISE

How is it innovative?

# Overview



- ▶ Who is U4EA?
- ▶ What is IP convergence?
- ▶ What is the best thing about VISUALISE?



# U4EA Corporate Overview



- ▶ Founded 1999 to commercialise research undertaken with the University of Bristol
  - ▶ Offices in California, France, Ireland and UK
  - ▶ 140 employees world-wide
- ▶ Devices for converged Unified Communications services in the SMB and Branch Office Market
  - ▶ Developer of GoS™, a unique algorithm for real-time multiservice QoS



# What is IP Convergence?

- ▶ The transport of different types of digital content (e.g. voice, video and data ) over a single network using the Internet Protocol (IP)



# IP Convergence is getting ubiquitous



- ▶ One of the biggest buzzwords in Telecommunications!
  - Many existing applications are migrating to IP
  - Holy Grail for many corporations and service providers is a single network to manage all information flow



# Benefits of IP convergence



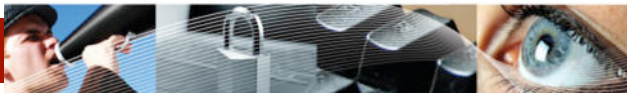
- ▶ Enormous cost savings
  - Using only a single network means fewer devices and easier management
  - Better space utilisation
- ▶ Open standard
  - Everybody can use IP
  - Easier interoperability between vendors
  - Access to more markets
- ▶ Highly scalable
  - IP works for large enterprises as well as small
  - Deployment is really cheap



# Some issues to consider



- ▶ IP networks have different characteristics
  - Packet switched instead of circuit switched
  - E.g. VoIP call does not have a dedicated channel like a traditional phone call, but needs to share with everything else
  
- ▶ Service reliability is crucial
  - Some packets will always get lost or delayed
  - Need to make decisions about priority
    - E.g. Emergency calls need to be guaranteed
    - This is called Quality of Service (U4EA are experts in this)



# Visualise achievement!



- ▶ The innovation is not based on new technology
  - There is lots of great research in video and wireless technology
  - But nothing which cannot already be done
- ▶ Everything could be accomplished with existing technology
  - A TV channel could cover the WRC in the same way Visualise has done, e.g.
    - Could lay lots of cables round Walter's Arena
    - Could dispatch number of film crews
    - Could design special purpose devices for spectators
- ▶ However, this would be very expensive
  - That's probably why it's not done yet!



# Visualise is extremely cost effective!



- ▶ This is the really clever bit
  - IP convergence comes in here too
- ▶ The project is all based on the IP protocol
- ▶ Uses readily available end-devices
  - People have these already or can get them off the shelf
  - No problems with proprietary solutions



# Major benefits



- ▶ Widespread accessibility
  - Many more spectators have experiences they cannot get otherwise
- ▶ Commercial opportunity
  - Large number of potential customers
  - Revenue from new services
  - Can be used in many situations
    - IP allows it to be made available anywhere to anybody at low cost
    - Using existing low cost equipment

