Cisco Webex Cinematic Meetings

Get to distance zero with AI-powered video devices.

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webex by CISCO

'Video-enabled' requires more than a camera and monitor

Expectations have changed

As the world went remote, we got used to seeing everyone calling into a meeting with equal representation on the screen

Pre-pandemic

Before

Remote

During

Hybrid

Hybrid

Companies are still grappling with user experience.

Fatigue is real. We need to enable hybrid collaboration in more spaces while reducing the cognitive load on remote participants.

88%

of workers are frustrated with in-office experiences[1]

98%

expect that future meetings will involve remote participants[4]

90%

of conference rooms are not video-enabled[3]

95%

of workers experience video meeting fatigue[2]

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*Source:
1 The rise of the hybrid workplace. Dimensional Research. 2020.
2. The data behind video meeting fatigue and how to combat it. Dimensional Research. May, 2022.
3. 2022 Workplace Update: TAM of Conference Rooms. Nov 2022
4. Global Workforce Survey: The Rise of the Hybrid Workplace," Cisco, October 2020.

Cisco has a portfolio of devices designed to video-enable any space and bridge distance

Desk Series

Room Bars and Room Kits

Board Pro

Room Kit EQX

Webex AI Assistant

Home office/huddle spaces

Meeting spaces

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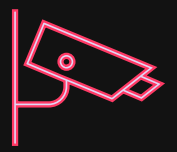
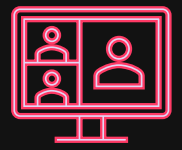
Creating inclusive meeting experiences

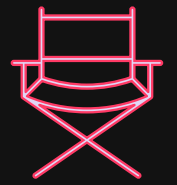


Supporting multiple, well-placed cameras if needed

Following the action around the room

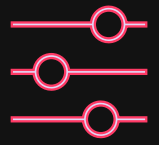


Automatically framing participants



Seamlessly switching between scenes

Adapting to modern office workspaces



Are cost-effective, and simple to deploy, manage, and use

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cin·e·mat·ic

"relating to, suggestive of, or suitable for motion pictures or the filming of motion pictures cinematic principles and techniques cinematic special effects."

Cinematic meetings

Directed by RoomOS

The best view in any meeting, at any time

webex

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Unparalleled AI-powered cinematic meetings

Only from Cisco and NVIDIA

RoomOS

Optimized AI software for image processing, speech recognition, face detection

Purpose built Cisco devices - designed for collaboration use cases with intelligent cameras, mics, and codecs

NVIDIA

Most powerful AI/ML engines – up to 20x faster - to power next generation intelligent workflows

AI at the edge

Cloud scale AI

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People Focus

Multistream experiences

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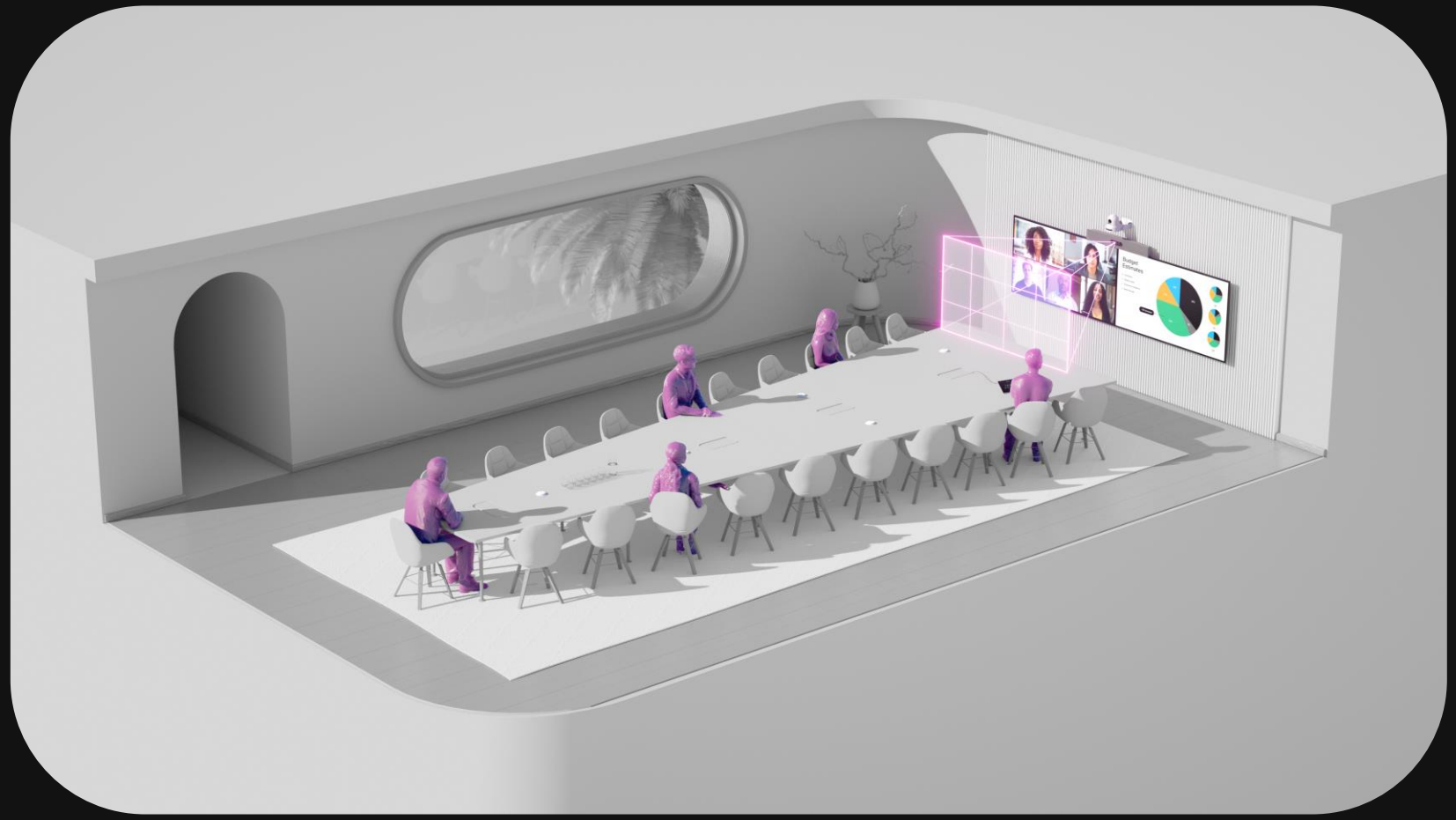
SPEAKER

See the active speaker face on.



Support for extended reach speaker mode to support larger rooms up to 15 meters

DEVICES REQUIRED

Speaker– up to 6 meters

- All Room and Board devices, except the Cisco Room Kit Mini

Extended reach speaker mode – up to 15 meters

- Cisco Room Kit Pro or a Cisco Room Kit EQ
- Cisco Quad camera
- Cisco PTZ 4K camera
- Cisco Table Microphone Pro

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SPEAKER

Tune into the conversation.

- Capture contributions from everywhere in the room
- Tune into active speaker’s non-verbal cues
- Become fully immersed in what is being said
- Seamless switching between speakers

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PRESENTER AND AUDIENCE

Follow the presenter around on stage.

DEVICES REQUIRED

- Cisco Room Kit Pro or a Cisco Room Kit EQ
- Cisco PTZ 4K camera
- 2-3 third-party displays
- Cisco microphones can be added

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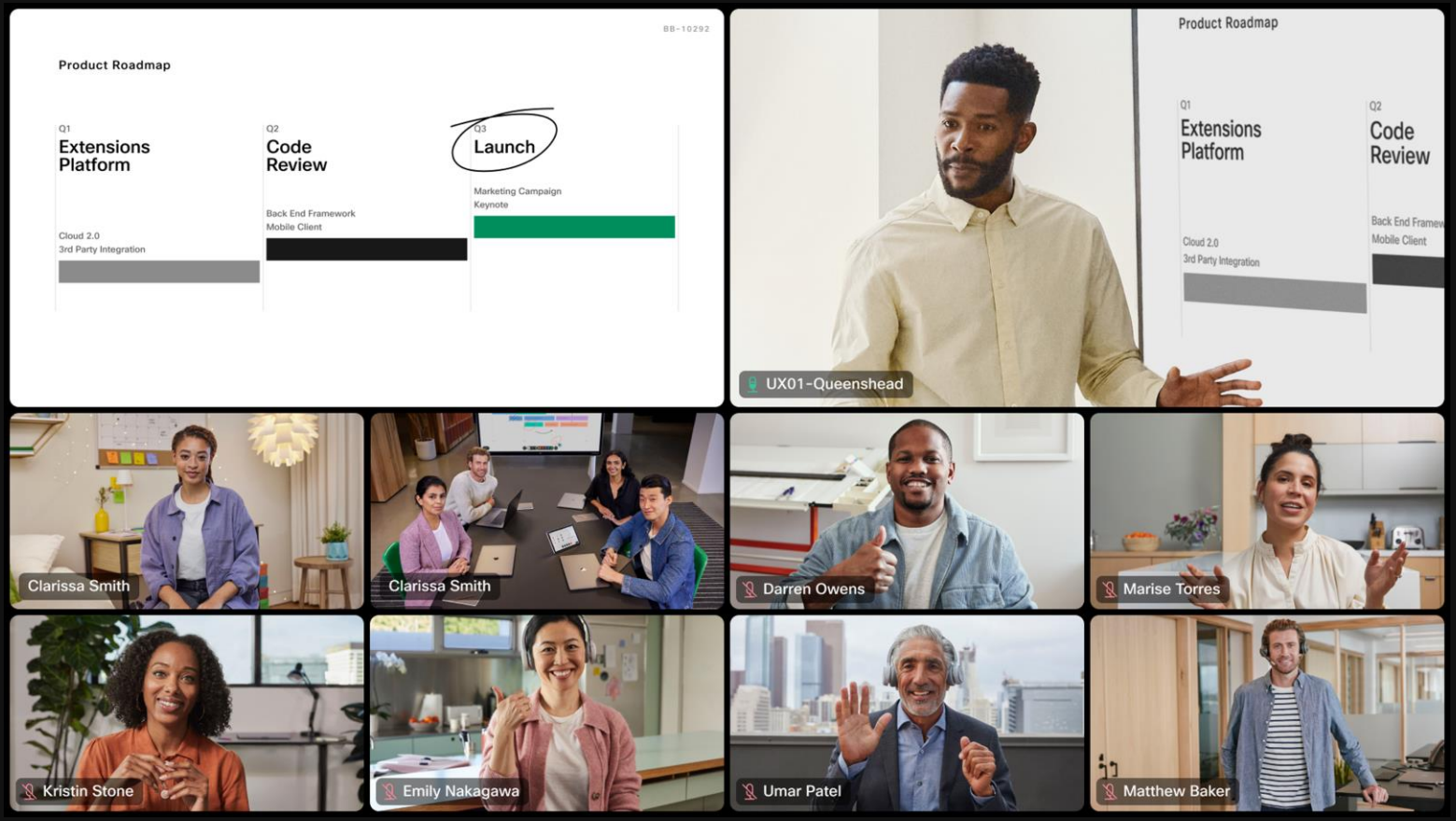
PRESENTER AND AUDIENCE

For inclusive hybrid presentations



- Allow the presenter to move freely around the stage while being seen by everyone
- Seamlessly switch between the presenter and the audience, to gauge facial expressions and reactions
- NEW Hybrid Presenter mode: Have an in-person and remote speaker present together

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CROSSVIEW

Turn every hybrid meeting into an experience.

DEVICES REQUIRED

- Cisco Room Kit EQ/EQX
- 1x Cisco Quad camera
- 2x Cisco PTZ 4K camera
- Cisco Table Microphone Pro

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CROSSVIEW

Experience the ultimate in-room context.

DEVICES REQUIRED

- Experience the most natural and effective conversation, all directed by RoomOS
- A true cinematic experience: intelligent, automatic switching between cameras
- Flexible and easy to set up over IP
- Simple to manage in Control Hub

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CAMPFIRE SET-UP

A new blueprint for your hybrid boardroom.

This is a custom, partner-led configuration that is tailored to each specific customer's need. Please contact your partner for more information.

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CAMPFIRE SET-UP

Meet eye-to-eye.

Enable cinematic experiences in boardrooms for round-table discussion. Remote participants will see and hear in-room participants with razor-sharp clarity and feel part of the discussion.

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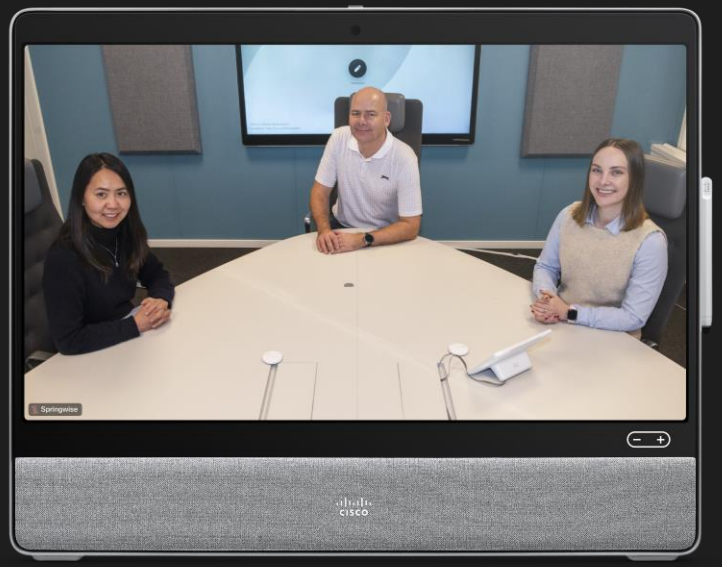
FRAMES

Level the playing field.

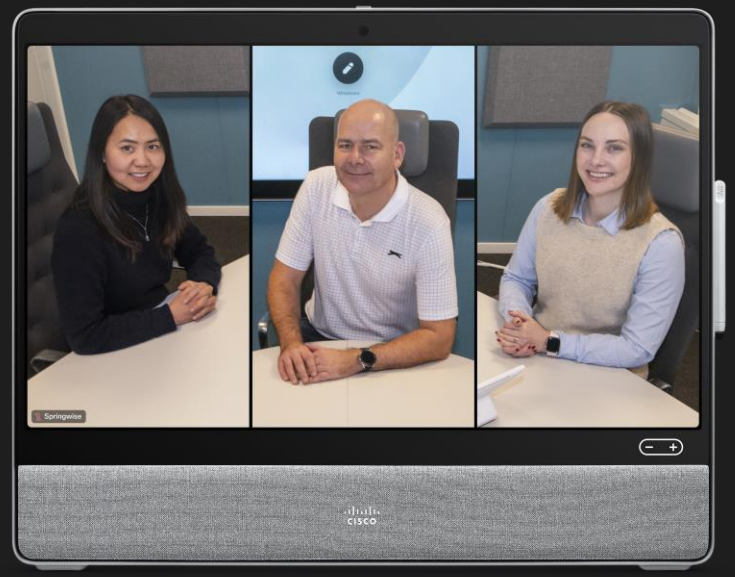
- Individually frame in-room participants
- Remove unnecessary space and put everyone at eye-level
- Allows remote participants to see everyone face-on, for inclusive hybrid meetings

Available now

Before



After



New AI virtual zoom enhancement brings extended reach without compromising quality

Available for manual preview in Q2 2024 on the **Board Pro G2** and **Room Bar Pro**, the new AI virtual lens uses intelligent image processing to enable longer reach in longer rooms at high quality.

Available now

Extend zoom without any loss of quality, supporting meeting equity for all participants on any platform.
In the second half of 2024 we'll make the full AI directed functionality available on RoomOS.

Available second half of 2024

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MEETING ZONE

Turn any space into a collaboration zone

- Prevent the cameras from picking up and framing people outside of a set meeting zone
- Turn any open space into a collaboration zone, or avoid detecting people behind glass walls
- Distraction-free meetings in any space

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Better together

Webex Meetings on Cisco Devices

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People Focus as a layout option

Create the best view for every participant in a Webex Meeting by doing smart cropping to remove excess floor and ceiling space, making sure that no one is missing out, and no one is left behind.

Before

After

Available in Webex Meetings*

Available now

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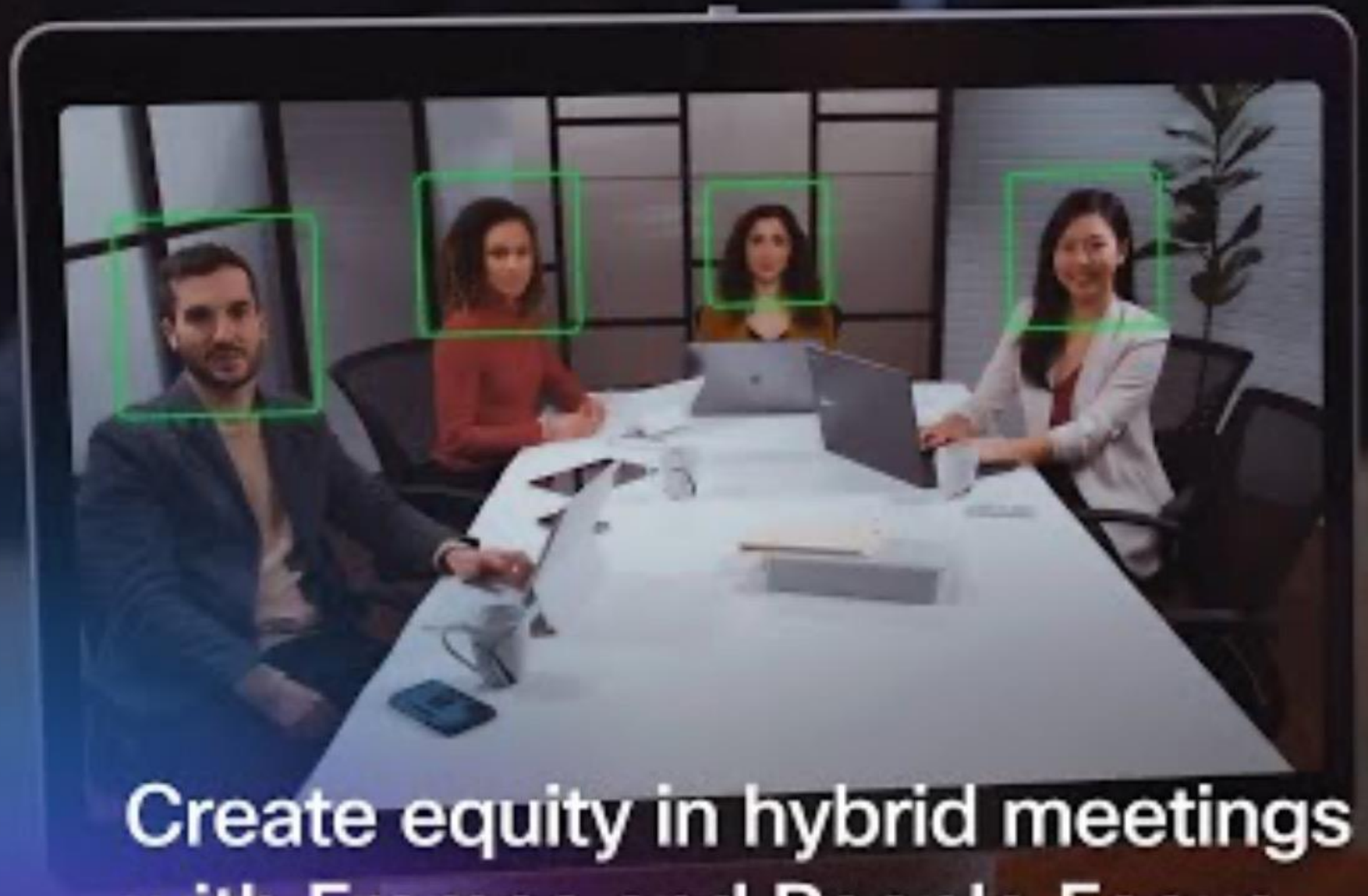

Create equity in hybrid meetings with Frames and People Focus

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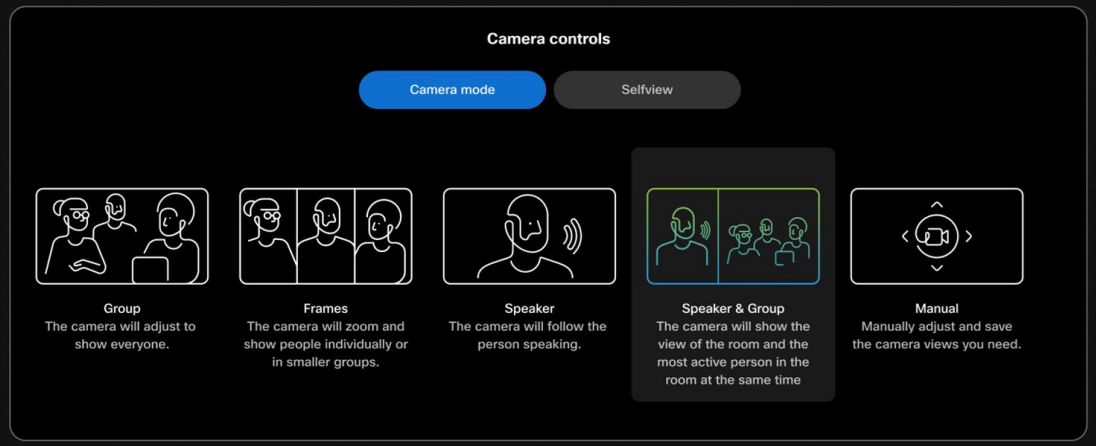
Get a first class seat in the hybrid meeting

Ensure even better in-room representation for remote meeting participants by sending both an overview of the room and the active speaker. Experience cinematic meetings with multistream for Webex on Cisco devices.

Available in Webex Meetings*

Coming soon: CY24



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