



PLANTRONICS
SOUND INNOVATION™

Voice over Internet Protocol(VoIP) for Web Conferencing

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Real-Time Interaction Enhances Productivity While Reducing Costs

CHALLENGE

The modern workforce is comprised of office professionals, telecommuters and road warriors, to name just a few. Businesses are faced with the challenge of uniting workers, scattered among a variety of locales, in an efficient, productive manner. U.S. Census figures show the number of Americans working at home three or more days a week grew nearly 23 percent, from 1990 to 2000. With reduced travel budgets limiting in-person interaction, the challenge becomes even greater. The traditional conference call's effectiveness is also limited, often due to poor audio quality from workers dialing in through a variety of methods—mobile connection, Internet, etc. One poor connection can deteriorate the quality of the entire call. How can businesses leverage technology to unify their workforce and enhance productivity?

SOLUTION

Web conferencing provides an efficient way to connect employees while keeping costs low. Both large and small enterprises can leverage Voice over Internet Protocol (VoIP)—a process that converts voice into digital data packets and transmits it over the Internet—to cost-effectively host conference calls online. Additional features, such as an online “whiteboard” and document sharing, allow participants to view the same presentation, word files or spreadsheets and share information in real time. The addition of voice and video interaction infuses web conferences with the effectiveness of in-person meetings. The required equipment is already standard for most businesses—a personal computer, a broadband connection, and a communications headset or other audio input device optimized for Internet voice applications.

BENEFITS

Enterprises can take advantage of their existing infrastructures to easily and cost-effectively integrate web conferencing capabilities. Thanks to web conferencing's highly interactive nature and enhanced audio quality, companies can use their employees' time wisely with features that increase productivity and disseminate information instantaneously. The converged voice-data applications provide additional flexibility since workers can access information, regardless of their locations. Road warriors can gain additional mobility by pairing wireless headsets with Bluetooth-enabled laptops, Pocket PCs and other wireless communications devices, and telecommuters can participate as if they were in the meeting room with the rest of the team.

MARKET OPPORTUNITY

The adoption of web conferencing is being driven by several factors, including broadband's prevalence, simplicity of integration, corporate travel savings, and the improved quality of VoIP applications. The Yankee Group estimates that the worldwide market for web conferencing services is expected to grow 46 percent in 2004, from a year earlier. According to The Radicati Group, the total web conferencing market will grow to \$2.2 billion in 2007.

PLANTRONICS AND WEB CONFERENCING

Plantronics headsets blend the benefits of numerous voice technologies to digitally enhance VoIP audio performance, enabling professionals on the road and in the office to achieve unmatched audio quality for their VoIP applications. The company's VoIP platform employs technologies such as digital signal processing (DSP) to analyze and enhance digital signals, acoustic echo cancellation to eliminate echoes even at raised transmission levels, and Call Clarity™ technology to enhance transmission and reception quality for crystal clear sound.

Plantronics has developed a range of headsets that support VoIP applications. Users who prefer a corded headset can employ Plantronics' DSP Series headsets, which utilize the digital/USB interface in a PC to modify and enhance the digital audio stream, as well as Plantronics' .Audio Series of analog headsets that connect to the PC through the sound card. Mobile users gain increased flexibility with Plantronics' M3500, a Bluetooth headset that delivers superior audio quality in noisy environments, and its award-winning M3000, a Bluetooth headset for users who require maximum talk and standby time.

Plantronics has a full range of headset solutions to meet any user's needs, whether for web conferencing or another VoIP application. Visit www.plantronics.com to find the solution for your business.

Sound innovation for missions to the moon. And for everyday life on this planet, too.

In 1969, a Plantronics headset carried the historic first words from the moon: "That's one small step for man, one giant leap for mankind." Today, we're the headset of choice in mission-critical applications such as air traffic control and 911 dispatch. This history of proven sound innovation is the basis for every product we build—whether it's for work, for home or on the go.

