

Learn more about videoconferencing at: [www.jwhornvideoconference.com](http://www.jwhornvideoconference.com)  
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## Standards Based Videoconferencing vs. Proprietary Conferencing

### Standards Based Videoconferencing

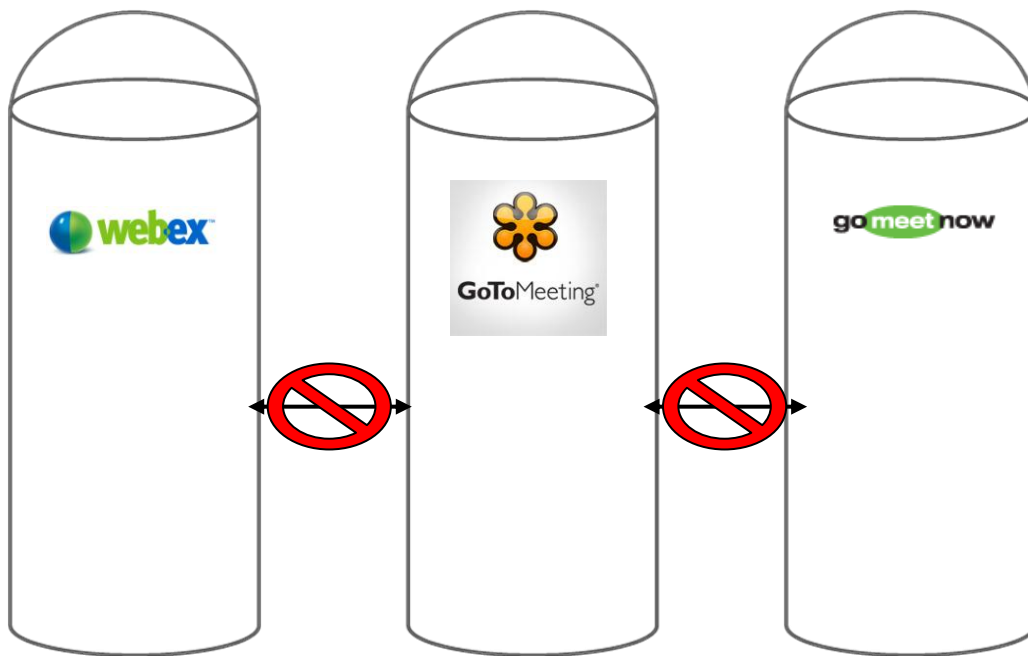
Standards based videoconferencing is an International standards based platform that allows a seamless connection to any hardware or software endpoint. There are more than 7,000 executive quality videoconferencing rooms worldwide. These conference rooms are public and connect to each other through the ITU, (*International Telecommunications Union*), standard algorithms. They can connect to endpoints to any company with any videoconferencing equipment or mobile device as long there is access through their firewall.



- ✓ **Standards Based, (*International Telecommunications Union*)**
- ✓ **Equipment & Software Agnostic**
- ✓ **Accommodates Unified Communications**
- ✓ **Endpoints can include the *iPad2*; *iPhone*; and *Droid***
- ✓ **Includes collaboration of computer input during meetings**
- ✓ **90% of the world connects on the same ITU standard algorithm**
- ✓ **Seamlessly connects with standard phone including cell phones**
- ✓ **Any PC / MAC or laptop or desktop with the appropriate processing power can connect**

## Proprietary Conferencing

Proprietary conferencing services are subscription based and usually attached to an annual or multi-annual contract. These solutions are designed only to work within each operating framework. In other words if your company subscribes to *GoToMeeting* they cannot conference to a company who subscribes to *Webex*. Additionally many of these services require a separate audio bridge connection with limited or no videoconferencing capabilities.



- ✓ **Limited or no videoconferencing capabilities**
- ✓ **Each service has its own proprietary algorithms**
- ✓ **Does not accommodate Unified Communications**
- ✓ **Most services require a separate telephone connection**
- ✓ **Essentially these solutions are isolated in communication silos**
- ✓ **Does not yet support bidirectional mobile video on multiparty calls**
- ✓ **Does not accommodate standards based videoconferencing equipment**
- ✓ **Does not connect to the 7,000 worldwide public videoconferencing rooms**