

PRODUCT BRIEF

The AT&T Telepresence Solution for the Healthcare Market

In our rapidly changing world, businesses need the ability to change course quickly, collaborate globally and streamline decision making. AT&T Telepresence Solution is an end-to-end high-definition videoconferencing package that uses Cisco® TelePresence equipment, the AT&T Business Exchange and the AT&T Virtual Private Network (AT&T VPN) to simulate in-person meetings. AT&T Telepresence Solution combines high-definition video and audio with interactivity to enable people working at different locations and at different companies to communicate as if they were in the same room.

Telepresence videoconferencing solutions differ from conventional video systems by using "life-size" ultra-high-definition video images

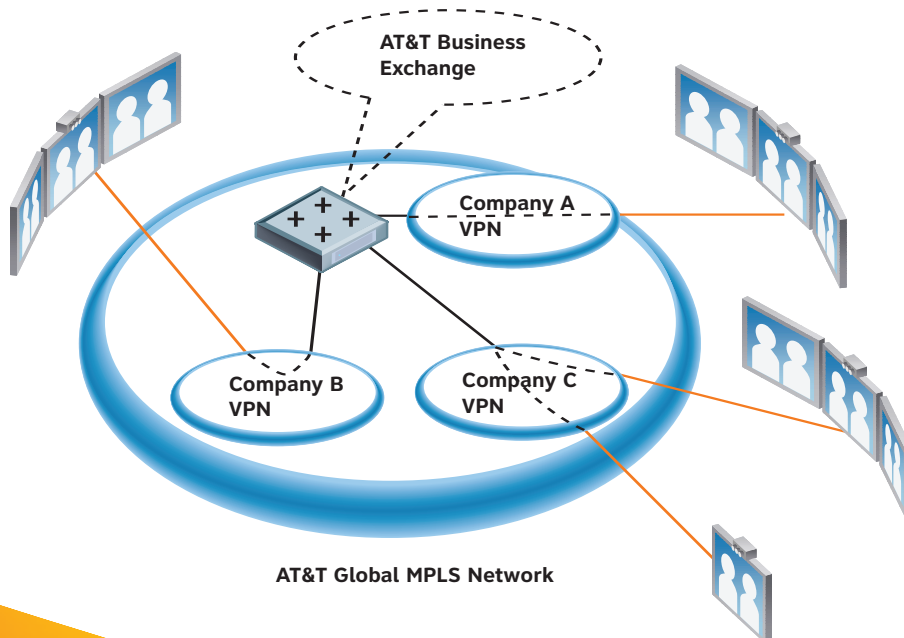
(1080p), CD-quality audio, interactive technologies and a specially designed environment. This gives participants the feeling of being in the same room as other participants in remote locations. Through advanced visual technology, participants can easily perceive subtle facial expressions and body language. And, high-definition audio realistically replicates sounds. For instance, if someone on the left side of a table speaks, you hear the sound on your left. You can even set up a special virtual conference table that seats up to three people per location and uses your video monitors to arrange participants from multiple locations around the "same" table.

In addition to its life-like quality, Telepresence is easy to use. You can easily schedule meetings

BENEFITS

- Greater collaboration at scale across suppliers, partners and employees
- Enables Inter-company innovation, enhanced decision-making and speeds time to market
- Solution simplicity with a secure and scalable integrated application
- Optimized experience with reduced technology risk and improved TCO

AT&T Telepresence Solution



FEATURES

- AT&T Business Exchange, a "meet me" capability for secure multi-point, inter-company meetings
- Global MPLS-based AT&T VPN transport
- Web-based application for scheduling, directory assistance and reporting
- High Definition Video-1080p (twice the video quality of 720p)
- Planning, design and implementation



Telepresence Addresses Healthcare CXOs' Top Business Concerns

Inter-company Telepresence Benefits

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|---------------------------|--|---|---|
| Rising Cost of Care | Reduce cost of patient/caregiver encounter | Reduce travel costs; improve productivity | Pharma – decrease average development cost/drug; improve TTM |
| Scarce Resources | Optimize utilization & increase accessibility to scarce R&D resources | Reduce cost of patient/client encounter | Reduce medical errors; reduce cost of care per patient |
| Access to Care | Timely & efficient delivery of care; reduce overall costs | More timely diagnosis; more effective resource utilization | Increase quality of care and client satisfaction |
| Growth Opportunities | Increase H2H revenues through virtual network of experts | New diagnostic capability to underserved population | Pharma – decrease average time to drug approval; increase new pipeline |
| Improving Quality of Care | Improve productivity; increased access to specialists and SMEs; faster decision making | Optimize resources; reduced cost of patient encounter | Greater access to specialists; improved diagnostics and consultation; reduction in medical errors |
| Business Continuity | Time-sensitive exec/SME collaboration; quicker response to issues | Inter-company communication; decrease costs, increase profitability | TP co-located with critical facility assets; collaborate between facilities |
| Environment/Green | Reduced carbon footprint | Reduced carbon footprint | Reduced carbon footprint |

with an enterprise calendar application like Microsoft Outlook or Lotus Notes. And, you can instantly launch calls with a simple telephone interface.

AT&T Telepresence Solution is all-inclusive. It includes:

- AT&T-owned Cisco equipment
- Planning, design and installation
- Network provisioning (including AT&T VPN transport)
- End-to-end monitoring and management of the Telepresence application
- Help desk remote assistance service
- On-site equipment maintenance and repair

You also receive AT&T Business Exchange, which provides:

- Intra-company multipoint connections with or without meet-me capability
- Inter-company (business-to-business) multipoint connections with meet-me capability

We offer specific room configurations (headquarters single screen, headquarters multi-screen, remote single screen, remote multi-screen) for three-screen and one-screen site options. The site equipment includes:

- A Cisco TelePresence System Executive Screen (one 37 inch plasma), a Cisco TelePresence System 1000 (one screen), a Cisco TelePresence System 3000 (three screens), or a Cisco TelePresence System 3000 XL (three screens with additional setting and camera lenses tuned to capture additional attendees)
- 65-inch plasma displays (three or one, depending on your configuration)
- Cameras (three or one, depending on your configuration)
- Cisco TelePresence Manager
- Cisco TelePresence multipoint switch
- A projector
- An IPT phone
- Cisco routers and switches
- TelePresence Call Manager

You can choose from two different deployment models, the Hosted and the Enterprise Model. The Hosted Model provides a scalable, fully managed, network-based solution. All call signaling and scheduling services are fully managed and based in the network. The Enterprise Model provides integration with your internal groupware systems. The Enterprise Model requires dedicated equipment hosted at one of your headquarter sites.

Key trends driving the healthcare industry are globalization, regulation and changing demographics. Healthcare faces a host of macro challenges, including rising costs and a shortage of healthcare workers to serve an increasing patient load. This creates the need for new approaches to reducing costs, along with innovative and more efficient ways to deliver services. For the healthcare industry, the Telepresence solution can accelerate product time to market through closer partner collaboration domestically and globally. In addition, the Telepresence solution provides tele-health capabilities in the enterprise, commercial and home markets.

For more information contact your AT&T Representative or visit us at www.att.com/business.

