

The Walkman of Videoconferencing - the SONY PCS-TL30P Personal Videoconferencing Desktop System deserves to be that. It is

26 November 2005. Should busy business executives have the capability to conduct meetings from their



own office using the visual communications solutions available today? Not every manager will say "yes". But when they see and use the new SONY PCS-TL30P Personal Videoconferencing Desktop System which doubles as a 17-inch, 16 x 9 PC Monitor, they are likely to want one. This is a sleek integrated system that will look beautiful on any manager's desk. It is "a must have" in our view at a RRP of Euros 2,799.

We first wrote about TL30P on 3 October, but having now seen it in the flesh working on a network at the Sony IPELA demonstration suite in Basingstoke, it is worth writing more.

Sony has drawn on the experience of designing and manufacturing its first Personal Videoconferencing Desktop System - the PCS-TL 50 with a 20-inch 16 x 9 wide screen. The PCS-TL30P features a 17-inch LCD screen with built-in camera, microphone, two speakers and videoconferencing codec. It has a screen that doubles up as a PC monitor and can be used in various flexible display patterns to show both PC data and the live videoconferencing video images. (See picture)

Sony has recognized that most executives want to share and discuss data and presentations that are stored on their PC or laptop PC. The PCS-TL30P is intuitively operated with the same mouse that is used for PC operation. If the laptop is connected by a USB cable to the TL30P, the mouse will operate the laptop as well.

Furthermore, the PCS-TL30P is extremely easy to setup and with its intuitive on-screen menus (rather than a remote control device), anybody can launch a call at the `click of a mouse`. Literally that is, as this videoconferencing system can be controlled by the same mouse as you use for your laptop or PC.

A 17-inch, 16 x 9 wide computer monitor is sufficient for most desktops. Hence the PCS-TL30P which offers 1280 x 768 pixels XGA resolution, offers the ideal solution for desktop video conferencing. As the Sony 1.3 million pixels camera and microphone and two loudspeakers are so perfectly integrated into this sleek model, the TL 30P does not look like a videoconferencing system.

Kees Hoogstraate, Application Marketing Manager, Video Networking, Sony Europe, told us: "With the dual function of the mouse and screen for both videoconferencing and computer function, the PCS-TL30P does not change the operating environment, nor does it add clutter; instead it extends the capability of the traditional desktop allowing workers to operate on a more personal basis with colleagues - be they overseas or in the next room."

The Walkman of Videoconferencing - the SONY PCS-TL30P Personal Videoconferencing Desktop System deserves to be that. It is



26 November 2005. Design and brilliant manufacturing technology was always one of Sony's strong points and in the last two years this has been well reflected in the new videoconferencing products: the PCS-G70P room system, the G50P, the TL50P and now the TL30P.

The attractive price of Euros 2,799 for the PCS-TL30P should remove any potential cost barriers for most customers; at this price, about the same as the cost of a high performance laptop, any middle manager can afford to buy it. The cost-and-time-saving technology will pay for itself inside three months for most users.

Users can easily share PC data during a videoconference by using the optional, Data Solution Module (DSM). Simply clicking on the on-screen icon for data sharing is all it takes to share live XGA data in a videoconference. Again, the flexible display patterns allow the user to arrange the video and data in a range of picture-in-picture and picture-and-picture settings, whichever suits best. The DSM can be fully integrated into the unit (see picture of the back of the PCS-TL30P).

Apart from middle managers in large organizations, it is suitable for small office and home office use. And we expect that many business executives will want a TL30P in their home office as well, once they see how easy it is to use.

As with all other Sony videoconferencing products, the PCS-TL30P comes with embedded security - AES encryption - to make sure that your confidential information stays secure. The built-in Quality of Service (QoS) mechanisms make sure that you always get the best quality out of your IP network, even under changing network conditions.

The dedicated, built-in videoconference hardware delivers outstanding audio and video quality, as you would expect from Sony. The TL30P uses technology based on industry standards including H.264, MPEG-4SP@L3, G.728 and MPEG-4 ACC (Mono). It is fully compatible with other standards-based videoconferencing systems on the market.

We see corporations placing orders for hundreds of this model. When there is an organization-wide switch to using a flat screen monitor instead of a bulky CRT, why not take a step further and buy this tool for visual communications? We think that many organizations will think this way. And a mass market will be created.

The market may not be on the scale of millions like it was for the Walkman; but it could provide a very big lift to the number of videoconferencing endpoints sold. In that sense the Sony PCS-TL30P is "The Walkman of Videoconferencing" - the first time a desktop videoconferencing endpoint has been designed, manufactured and priced for mass market appeal.