

19/03/2009

TELEFÓNICA LAUNCHES ITS TELEPRESENCE SERVICE IN ALL ITS MARKETS

- **The TelePresence solution is presented as an advanced work tool to reduce the costs associated with travel, facilitate global business management and stimulate a new culture of corporate collaboration and communication.**
- **Telefónica and its technological partner for this service, Cisco, have also agreed to become preferential partners in Spain and Latin America for TelePresence and for developing B2B solutions with other companies.**
- **The company offers its customers a turnkey product that includes meeting rooms, communications and full service management.**

Madrid, March 19th, 2009.- Telefonica is launching the new, fully integrated TelePresence service simultaneously in all its markets. TelePresence is being presented as a solution that allows the virtual recreation of meeting rooms. This system makes it possible to bring together participants in remote locations in such a way as to recreate the sensation of people actually being in the same room. TelePresence offers significant advantages over other remote communication options. Most outstanding of all is its ability to provide natural visual contact, with the real size of participants and the sensation of being integrated into the same physical environment. TelePresence uses directional stereo sound and extremely high-definition video, without delays in sound or image, and incorporates easily activated and easy to use collaborative tools to improve participants' experiences of the meetings, allowing them to project documents and providing computer connections so they can share presentations or documents as naturally as they would at physical meetings.

Telefónica and Cisco, its technological partner for the TelePresence solution, offer a full service covering the entire value chain, from communications to installing and managing the rooms, guaranteeing the nationwide and international connectivity of infrastructure, supervising every stage of the work sessions and providing timely assistance.

Telefónica and Cisco have also agreed to become preferential partners for the commercialisation of TelePresence services, both Intra-Company and Business-to Business InterCompany to their global and multinational customers with presence in Spain and Latin America.

Integrated solution for global business management and business to business (B2B) relationships

Telefónica views the TelePresence service as a way of bringing together not only more members of a company, but also its customers, suppliers and partners, in a real environment. As an initial step, the company is incorporating the capacity to hold TelePresence sessions with its customers, while working transparently to manage sessions that include Telefónica's own customers and those of other operators.

Telefónica has three service centres located in Madrid, Miami and Hong Kong forming part of a common infrastructure. This has meant savings in equipment and other associated costs, such as maintenance and support, and has considerably improved the quality of the service. These centres make the service offered by Telefónica, including integration with standard videoconferencing functions, the incorporation of voice calls, a web platform for making meeting room reservations and the capacity to carry out B2B sessions with other clients, stand out. Telefónica will therefore be responsible for the full management of the TelePresence service worldwide, offering an identical service in all its markets and covering the entire value chain.

Employees of the Telefónica Group are already regular users of a network of 15 TelePresence rooms distributed among 11 countries (Spain, Argentina, Chile, Brazil, Peru, Colombia, Venezuela, Mexico, the United States, Germany and the United Kingdom) which will now be available to its other operations and will include customers and collaborating companies.

Cost reduction and advantages for customers

The introduction of TelePresence in a company leads to numerous advantages, including lower costs and increased productivity. In terms of costs, the TelePresence service reduces the direct costs associated with travel, accommodation and per diem allowances, as well as indirect costs such as dead time during which they cannot attend to work and jet lag.

Reducing the frequency and need to make business trips leads to improved global business management, increasing productivity by being able to be present in several countries at the same time as well as stimulating a new communication culture within organisations. The Telefónica platform means TelePresence sessions can be held among a company's different sites and B2B sessions can be organised among companies and their partners, customers and suppliers.

In short, TelePresence may act as a lever to encourage the transformation of working practices into a new, more collaborative culture, while at the same time reducing energy consumption and CO2 emissions, helping to reconcile work and personal life and greatly reducing the frequency of business trips.