

► Frequently Asked Questions

Polycom[®] VMC 1000 Video Media Center



Q: What is the Polycom VMC 1000?

A: Polycom Video Media Center™ (VMC 1000) is a centralized video on demand and live broadcast streaming server. It provides video multimedia content management enabling organizations to centrally publish, manage, leverage and protect all of their video content.

Q: Why is video content management important?

A: Visual communication is becoming a critical business tool that can help companies address real-world challenges like increasingly dispersed workforces, globalization, rising fuel costs, and regulatory compliancy. Companies need to be able to break down the time and distance barriers using solutions that are easily accessible and leveraged across applications and resources. Video on Demand and Real Time Streaming of live broadcasts enable companies to reach thousands of employees, customers and partners in a highly scalable and cost effective way.

Video On Demand breaks down the time and distance barriers. HR Compliance training, Technical and procedural training and sales and marketing video content are all examples of how video can be used to deliver important information on the viewers schedule and location.

Live video Broadcasts (streams) or Rebroadcasts are an important tool being used in today's communication plans. Companies, educational facilities, and agencies are using to address thousands of people at a single time, quickly delivering the content and messages in an efficient way. Examples are CEO and Director Broadcasts, Town Hall Sessions and Training.

Video content is an increasing part of the enterprise communications and strategic plans. The VMC 1000 is key component in an overall enterprise wide video strategy solution, applicable across all industries and verticals.

Q: How can I incorporate video into my current communication strategies?

A: Here's a few examples of how different lines of business across market segments may leverage video as a communication medium include:

- Education/Training - Distance learning, recorded lectures, self-study, and certification
- Corporate Communication - Internal announcements, all-hands meetings, investor relations, mergers & acquisitions
- Human Resources - New hire training, benefits updates, compliance testing
- Sales & Marketing - Product updates, sales rep training, promotions, reseller updates

Q: Why is the VMC 1000 of value to customers?

A: The VMC 1000 also greatly simplifies the video content creation, management, publication and distribution process. It imports various live and non live media streams, centrally manages/publishes the content and provides built in streaming to enabled networks. This save companies long term costs to build and sustain their own in-house solutions. The VMC 100 is uniquely enabled to leverage the video conferencing network to generate live or recorded content.

Q: What differentiates the VMC 1000 from competitive market offerings?

A: Prior to the VMC 1000, video content management consisted of separate piecemeal components featuring minimal interoperability and integration capabilities - with existing video infrastructure elements such as videoconferencing endpoints and platforms, and with one another. Piecing together a video content management solution thus created a layer of complexity and meant companies had to integrate and build their own solutions, which is counter to the core business. The VMC 1000 is a centralized and complete content management VOD and Live Broadcast server.

The VMC 100 is uniquely enabled to leverage the video conferencing network to generate live or



recorded content. Video conferences can be recorded and live streamed, enabling corporations to communicate to employees at their desk worldwide via CEO or town hall types of sessions. Company's investment in VTC equipment can be used to generate training content, knowledge sharing, project communications. Polycom's Recording/Streaming solutions are fully integrated, streamlining the whole process for administrators and users.

Q: What roles do the VMC 1000 and RSS 2000 play in a VC network?

A: The RSS 2000 provides a recording capability for H.323 video recording device content and will convert that content into Windows Media format. The VMC 1000 completes the solution for video content management by offering storage, content management, security, publishing and streaming components for live and on demand usage. Live Broadcasts using the VTC network as the source, can be scheduled and planned in advance with the links to the live broadcast sent in calendar invites. This enables large broadcasts/webinars for CEO addresses, training webinars, etc.

Q: How does the VMC 1000 work with the RSS 2000?

A: The VMC 1000 polls the RSS 2000 for live or recorded content at specified intervals. The VMC 1000 automatically creates a program for both live or on demand content and makes it available for viewing.

The VMC 1000 also uses the RSS 2000 as an encoder to automatically launch a live stream from the VTC network and publishes it on the VMC. This can be done without intervention and alternatively, the live broadcast can include optionally functionality such as question moderation and slide management.

Q: What other video conferencing products does the VMC interoperate with?

A: The VMC 1000 interoperability with other video conferencing products is through the RSS 2000. Any H.323 standards based video conferencing endpoint can have video recorded or streamed by a RSS 2000 which will then be made accessible as a Video-on-Demand or live stream to the VMC 1000.

Q: Can I use the VMC 1000 if I don't have a videoconferencing network?

A: The VMC 1000 is a centralized content management and live stream server. Therefore it can

pick up live streams from various other sources such as third party encoders, live network based IP HTTP streams and also content owners can upload Windows, Flash, MPEG4, Quicktime and MP3 media to publish as on-demand content. This media can be user/employee generated from training, events, etc. The Video conference network is only one (great) source of content.

Q: What other products does the VMC interoperate with?

A: The VMC 1000 interoperability with other video conferencing products is through the Polycom RSS 2000. It also supports live streams generated from Qumu Capture Studio, vbrick and viewcast encoders. In addition to supporting Unicast and Multicast, the VMC 1000 supports Qumu Medianet live stream CDN solution. Any Qumu, vbrick and viewcast product needs to be purchased separately and independently from their representative/reseller.

Q: How many RSS 2000s can be registered with a single VMC 1000?

A: A single VMC 1000 can have numerous RSS 2000s registered with it to act as the centralized repository for all recorded content.

Q: How high does the VMC 1000 scale for video streaming?

A: The VMC 1000 supports a maximum of 1,000 concurrent unicast streams and an unlimited number of streams in multicast of through its integration with CDN (Content Distribution Network)

In unicast mode, a distinct connection is created between VMC 1000 and each viewer (up to a thousand viewers). Bandwidth use on the network is determined by the number of connections and size of the stream.

In multicast-enabled network, or using a CDN solution, a single stream is sent out from the VMC 1000 and the stream is replicated at each router fork. Network bandwidth usage is thus reduced with a multicast or CDN environment.

Q: How many live streams can a single VMC 1000 host at any given time?

A: The VMC 1000 can broadcast as many live streams at any given time as there are live feeds being generated from the RSS 2000s, the supported encoders or live IP streams. During any live broadcast,

video on demand streams are also made accessible to viewers.

Q: Can I secure access to live event streams?

Yes. Administrators can secure live streams on the VMC 1000 by either applying a pin code to an event or by using access control thereby allowing only authorized users to view the stream.

Q: Which media players are supported in VMC 1000?

A: Windows Media Player format is supported including, .asf, .wmv, and .wma. Flash .FLV, Quicktime .MOV, iPod formats – MPEG4 and MP3 audio

Q: How do I monitor the VMC 1000?

A: The VMC 1000 has system monitoring and alert tools for CPU usage, data storage, memory usage and services.

Q: How can I be ensured that access to the video content is secured?

A: VMC 1000 has different levels of security built in. Content can be designated as viewable to everyone, secured via pin code or requires login and authentication.

The VMC 1000 also provides role based access control to the different portals in the VMC 1000 – View Portal and Administrator portal. These roles govern the level of access within the VMC 1000.

Q: What types of roles can access the VMC 1000?

A: There are 3 roles available in the VMC 1000.

- **Super Administrators** – This role has complete access to configuration and management application.
- **Broadcasters/Presenters/Moderators/Content Owners** – This role manages the live broadcasts, slide management directly from the VMC, viewer question submission moderation and archiving. They perform post-event editing so content can be published into a program for viewing as Video on Demand or alternatively set up a scheduled rebroadcast. They also manage access controls to their published content.
- **Viewers** – People with this role only have access to the Viewing portal, for view content they have been granted access to.

Q: I'm concerned about compliance. When I edit my video file using the VMC 1000's trimming capability, does my file remain intact?

A: VMC 1000 does not use destructive editing so the video file remains intact. Time stamping a file with a beginning and ending marker allows the VMC 1000 to recognize which section of the video file should be made playable for the viewer.

Q: What if I wanted to truly edit the file by inserting clips and rearranging the sequence of the video file?

A: The VMC 1000 allows for offloading the file so that it can be edited by video editing tools. As long as the final edited video file is in a supported format (windows media, flash, quicktime, MPEG4), it can be uploaded back into the VMC 1000 for Video on Demand viewing.

Q: What bandwidth is used for streaming?

A: The VMC 1000 allows for streaming at any bandwidth however, the VMC 1000 does not encode or change the bandwidth/format of the media. Therefore the source of the media will determine the bandwidth/formats played out on the VMC. The supported encoders can be programmed to generate the formats/bit rates for your needs and off-line video editing applications can be used to encode VOD content in multiple formats/resolution. The VMC allows for multiple streaming media / live streams for each program, providing flexibility to meet the network/platform needs in your organization

Q: How many videos can I store on the VMC 1000?

A: The amount of storable videos is dependent on the media. For example, the VMC 1000 can store approximately 7,500 hours of recorded 384 kbps video conference content. Comprehensive reporting and system capacity alarms are provided so the administrator will be notified if thresholds are being reached.

Q: What are the specifications on the storage availability?

A: The VMC 1000 offers on-board 2x750 GB mirrored hard drives in a RAID 1 setup. The VMC 1000 supports network mapped external drives for ultimate capacity and storage management.

Q: Does the Viewer portal have to be used and can the viewer portal be customized?

A: The portal itself can be branded any organizations logo. The Welcome Area on the home page of the

portal can also be designed with clear targeted messages and images greeting users to the portal. Individual video programs can be highlighted in the Feature Channel section, and upon login, users will view all privileged content made available to them.

For each program or media published, unique URL links to the content is generated. These links can be distributed via email, embedded into existing websites or used in other applications. The viewer can be directed to view the program page (with supporting meta data, attached docs, etc.), view/open the media directly and therefore in some cases, the viewer will not be exposed at all to the VMC application. Your company will still benefit from the central repository and publishing capabilities of the VMC.

Q: What Web browsers are supported with VMC 1000?

A: Viewer Portal browsers include Windows 2000, Windows XP, • Windows Vista®, MAC OS, Internet Explorer 6.0 or higher, Firefox® 2.0 or higher, Safari 3.2.1, Windows Silverlight 1.1 or higher. The administrator portal includes Windows® 2000, Windows XP, Internet Explorer® 6.0 or higher with Java™ enabled