BT Video Conferencing
User Guide

Overview

Introductory guide

Advanced guide

Overview

Congratulations on your wise business decision to select video conferencing from BT Conferencing for your meetings. Using video conferencing, you will be able to dramatically change and improve the way you conduct business with customers, suppliers, and colleagues in other locations.

This guide shows you ways you can maximize your investment by utilizing video conferencing effectively.

The services are particularly designed for video conferencing between three or more locations (multipoint conferences). However, they can be used to provide easy access and reliable point-to-point conferences. The services provide both scheduled and instant self-launched video conferencing, as well as valuable support features.

Participants with audio (phone) or internet access can easily be included in any conference. Conferences can be archived for later viewing. Technical support from BT Conferencing ensures seamless linking of differing equipment and networks, including IP, ISDN, and satellite.

Video conferencing is part of our complete range of conferencing services.

Benefits

BT video conferencing can dramatically change the way you conduct business, transforming how you interact with colleagues, suppliers, and customers, and allowing you to experience the value of a face-to-face meeting without the physical presence. It means you can continue to develop working relationships and build trust by using both audio prompts and body language.

BT Conferencing ensures that its video conferencing services are highly reliable and easy to use so that you can concentrate on the business of the meeting:

- **Flexible reservation options**—online or phone

- **Seamless call connection** with our "dial-out" service

- **Focus on reliability** with our certification and monitoring programs

- **Connections ensured**—able to cope with all networks and equipment manufacturers

- **Powerful reporting in real time**

Other features

BT Conferencing provides several other value-added features to assist your video conferencing. These include:

- **Web management control** — Personalized control of scheduling, managing, and reporting via the web.

- **Self serve conferences** — Instant reservationless video conferencing controlled via the web tool.

- **Event management** — Expert support and implementation for key, high-profile events.

- **Streaming** — Real-time or archived web streaming extends the conference to those people who are unable to attend. Expert help is always available from professional coordinators backed by a global technical support staff.

Special events

High-profile or larger-scale corporate events can be critical to business or operational success. These events are usually handled by the BT Event Management team, which manages the entire process — from consultation and preparation through to the event and follow-up — ensuring that your event successfully meets its objectives.

Types of conferences

Video conferencing can be used for a wide variety of meetings where a visual element can significantly enhance an audio call. These include:

- Executive broadcasts

- Press conferences

- Corporate meetings

- Product demonstrations

- Training and launches

- Investor relations

- Project management

- Seminars / tradeshows

- Distance learning

- CEO presentations

- Design reviews

- Crisis management

Introductory guide

Registering your site

Before you host your first video conference, you must register the sites you commonly connect with. The benefits of registering your site include the following:

- Full site and contact details can be retained for easy access.

- The video meeting components can be checked (certified) in advance to ensure reliable operation.

- Reservations and scheduling can be made for all elements of your video conference, including the room and video meeting components.

- Site facilities can be publicized to assist conference planning.

- Registering a site can be done online or via the phone with a video coordinator.

Registering by phone

Simply call a professional video coordinator toll-free at **1.866.282.8436**.

Registering via the web

To register a site online, go to **www.btconferencing.com.**

Details

You will need to provide:

- Room location, size, and address details

- Site contact information

- System information (video numbers, video conference equipment details)

- Maximum operating speed (bandwidth)

- Billing details (if appropriate)

- Any special details or needs

Certification calls

After registration — and with prior notification — a certification call will be made to the site. These calls are designed to ensure that all site details are correct and that any equipment or network issues are re-solved prior to a business conference.

Prior notification of certification calls will normally be by email to the site contact.

These calls are usually carried out overnight. The site contact will be asked to reboot the unit and leave it switched on. There is no need to have anyone in attendance. Further test calls can be requested for specific occasions, such as prior to a very important conference or after changes to the video conference equipment in the room.

Sites not registered

It is recommended that all sites be registered and certified prior to your video conference. If this is not possible, BT Conferencing will make all reasonable efforts to ensure a successful call is made to that site.

Scheduling your conference

Scheduling by phone

To schedule a video conference by phone, call a video coordinator toll free at **1.866.282.8436**.

Scheduling via the web

To book online go to **www.btconferencing.com**.

Scheduling details

You will need to provide the following information:

- **Your Account Number** ("EB Number" — provided when you first registered with BT Conferencing)

- **Date, start time, and approximate duration** of the conference

- **Chairperson (host) details**

- **The details of locations** that will attend

- **Conference type** (dial-in or dial-out; see page 5)

- **Speed of the call**

- **Far-end view/picture display mode** (see page 5)

- **Any additional features** you require (see page 8)

- **Billing information**

- **The title** you wish to give the conference (optional)

Confirmation details

The scheduling details will be emailed to the person scheduling the conference. You may also have the details emailed to individual site contacts. In addition, confirmation can be sent by fax.

Remember, it is your responsibility to make sure that all participants in the video conference are notified of the start time and any other relevant details.

Scheduling a streamed conference

Scheduling a streamed conference can only be done via the phone. To book a streamed conference by phone, call a video coordinator toll free at **1.866.282.8436**.

Joining your conference

Set-up time

A standard set-up time of 15 minutes is recommended for all conferences. This allows time for all video rooms to be added to the conference prior to the start of the business meeting.

For more than six sites or for very important conferences, it is recommended that the set-up time be extended to 30 minutes. The set-up time can be varied by agreement when scheduling the conference.

Dial out to site

The conference can be scheduled so that a coordinator arranges dialing out to each site to save people from having to dial in.

Dial in from site

Each site dials into the issued number from their video terminals and is placed directly into the conference upon connection.

Support phone number

Make a note of the phone number given to you when the conference starts. Use this number for support during the conference.

Controlling your conference

Picture display modes

A variety of options is available for how the pictures from the different sites are displayed on the screens. The mode may be preselected at the time of scheduling the conference. It may also be changed during the conference by contacting the video coordinator.

End-of-conference warning

If requested at the time of scheduling, warning tones can be added to the call to notify participants 10 minutes prior to the end of the conference.

Extending the conference

If requested at the time of scheduling, the conference can automatically run over by up to 30 minutes (subject to site availability). A conference can be further extended by calling the video coordinator at the number provided at the start of the conference at least 10 minutes before the end of the scheduled time. Extension is subject to equipment and site availability. Charges are only made for additional time actually used.

Finishing early

If you are finishing the conference early, it is recommended that you call the video coordinator to confirm

this. If you do not do this, the technical support group will identify a site as having been disconnected and will automatically try to reconnect the call.

Assistance during the conference

For any assistance during the conference, call the video coordinator at the phone number given at the start of the conference. This number can be used for operational issues (such as changing the display mode), to extend the conference, or for any technical difficulties.

Mode	Video picture display	
Voice-switched	The current speaker is displayed. This is the normal mode.	
Broadcast or Lecture mode	One speaker is seen by all other sites. The speaker can choose to see the other sites in voice switched or one of the continuous presence modes.	
Continuous Presence; side by side	Two sites shown side by side	
Continuous Presence; top and bottom	Two sites shown one above the other	
Continuous Presence; four way	Up to four sites shown on one screen	
Continuous Presence; nine way	Up to nine sites shown on one screen	
Continuous Presence; five plus one	Five sites shown in small windows with one in a larger window	

Advanced guide

Additional features

Further features and benefits are available to enhance the video conference. These can be arranged with the video coordinator when booking the conference. Some of these features may incur additional charges. Contact the coordinator for details.

Feature	Benefit
Dedicated coordinator	A coordinator can remain in the conference to assist in the running of the conference. This could include features like changing the display modes, dialing additional sites, etc.
Public room booking	To bring external rooms in when required.
Telephone add on	People without video capability can be added as "audio only" to the conference.
Conference recording	The conference can be recorded on VHS or CD for later viewing for people who were unable to attend.
Transcription services	Hardcopy documentation of the conference when linked to an audio call.
ISDN and IP gateway	Provides conversion between IP (H.323) and ISDN (H.320) endpoints, which operate to different standards.
Codec conversion	Provides conversion from previous-generation video codecs (the core video conference electronics) that may not be compliant to the latest standards.
Network interfacing	Different networks are supported including ISDN, IP, and satellite.

Feature	Benefit
Speed matching	Enables the best use to be made of each link in the call, even if they are operating at different data rates.
Transmission up to 1.5Mbps	Transmission speeds up to 1.5Mbps enable the highest-quality video conferencing.
Satellite services	For where ISDN or IP are not available.
Call monitoring	Call connection is digitally monitored during the conference by the coordinator. Your privacy is ensured.

Conferencing packages

The table below details the video conferencing packages available through BT Conferencing.

Package Features	Self Serve	Professional	Executive
Video participants	up to 6	up to 25	unlimited
Audio participants	up to 6	up to 25	unlimited
Network	IP/ISDN	IP/ISDN	IP/ISDN
Phone and online reservations	✓	✓	✓
Continuous presence	✓	✓	✓
Transcoding / speed matching	✓	✓	✓
Access-dial out	✓	✓	✓
Access-dial in		✓	✓
Proactive monitoring		✓	✓
Premier production services			$250/hour
Event planning session			$150/ conference
Event coordination and presentation			✓
List Price (does not include dial-out network charges)	$0.59	$0.80	$0.80 + add'l features

Self-serve video conferencing

It is possible to start video conferencing in real time without a prior reservation.

The service includes capabilities such as:

• Add video and audio participants (number of participants varies by package)

• Launch hybrid calls — H.320 (ISDN) and H.323 (Internet Protocol)

• Choose the initial video display for your conference and change the mode during the course of the conference

• Connect and disconnect individual participants without interrupting the conference

• Select different transmission rates for different sites

The maximum operating bandwidth to each site for a self-serve conference is 384Kbps. Initiating and controlling a self-serve video conference is done online by going to **www.btconferencing.com**.

Streaming

Streaming, or webcasting, enables you to deliver high-impact, rich-media messages (including video and audio) and presentations to a wider audience. The technology takes audio and video files and transmits them efficiently over the internet or your corporate intranet. They can be accessed by anyone with a personal

computer and a web browser. Streaming conferences can be viewed live or archived for future viewing.

Requirements

Personal computer with:

• Internet access

• Sound card

• Speakers

• RealPlayer® or Windows Media Player®

Scheduling a streaming conference

To schedule a streaming conference, call a video coordinator toll free at **1.866.282.8436**.

You will need to provide the following details:

• **Your Account Number** ("EB Number" — provided when you first registered with BT Conferencing)

• **Date, start time, and approximate duration** of the conference

• **The title** that you wish to give the conference

• **The number of participants** expected to attend

• **Video (including audio) or audio only**

• **Archive duration**

• **Chairperson contact information**

• **Presenter contact information**

• **Any additional options** you require

Streaming options

There are a number of additional options that can benefit the streaming conference. These include:

• Still pictures or images

• A support presentation, such as Microsoft PowerPoint®

• Interactive questions

• Polling

• Indexing on the archive

Notification

A URL will be emailed to the chairperson for distribution to all participants. At the selected time for the conference, participants should click on the URL link to access the conference. The presenter will receive an Event URL, ID, and password. (This is for presenters only.)

Event Management service

Special events can be crucial to a business. Considering their scope and often-sensitive content, such conferences must run flawlessly. They must also accommodate all potential participants, regardless of location.

Businesses organizing special events in today's world face tight deadlines, a myriad of conferencing options, and increasingly complex technologies. BT is one of the

few organizations with the technical expertise and speed to stage such corporate events with excellent results.

BT Conferencing Event Managers can undertake initial consultation, preparation, and organization, running the conference and follow-up afterwards.

Contact a professional BT coordinator, who will arrange an initial discussion with an Event Manager.

Best Practices

These recommendations are provided to help minimize any distractions to the conference, so you can run your video converence successfully.

The room environment

• Have a plain background, preferably mid-blue or pastel color. Avoid very dark or bright white backgrounds, which can overwhelm cameras.

• Place a nameplate of the room location on the back wall or on the conference table. This helps other locations to identify the room in multipoint conferences.

• Draw blinds or curtains over the windows to reduce uneven external light. Use overhead lighting. Lighting should be on people's faces—not coming from behind. Avoid sitting people in shadows.

Before the conference

• Prior to scheduling your video conference, contact (telephone or email) all participants to ensure they are available—this is good conferencing etiquette.

• Ensure your illustrations are suitable for video conferencing by keeping them clear and uncluttered.

• Have the telephone numbers of the other sites on hand, so you can contact them directly should you need to.

• Wear solid midrange colors. Patterns appear to vibrate on camera and are distracting. Avoid white and red if possible. Blue and grey are best.

• Arrive 15 minutes before the start of your video conference to ensure a smooth connection is made.

• Familiarize yourself with the equipment or seek assistance.

• Arrange the room and check that there is enough seating. Place the microphone and keypad in the center of the table.

• Mute the microphone until you are ready to start the call to avoid the far end overhearing any unnecessary chit-chat.

After the conference

Be certain to disconnect from the video bridge at the end of your conference.

Can you be seen?

Check Selfview or PIP window to make sure you and any other participants are in the shot.

Presenting?

• Look directly into the camera when making key points. This will ensure good eye contact (rather than presenting a view of the top of your head!).

• Introduce or announce when someone enters or leaves the video conference.

Need to talk privately?

Don't forget to use the mute button.

Finishing early?

Call the dedicated BT Coordinator at the phone number given to you at the start of the conference.

Running out of time?

• A video conference can automatically be extended by up to 30 minutes by calling the video coordinator.

• Call the dedicated BT coordinator at least 10 minutes before the scheduled end of your conference to arrange a further extension (subject to room and bridge availability).

Bringing in audio-only participants?

• If participants wish to join the video conference by audio-only, they can do so by informing the video coordinator (preferably at the time of scheduling, when all necessary arrangements are made).

• For optimum sound quality, ensure that the speaker-phone for audio-only participants is placed in a central position on the table.