



# Room Terminal 2.0: Judgement Day

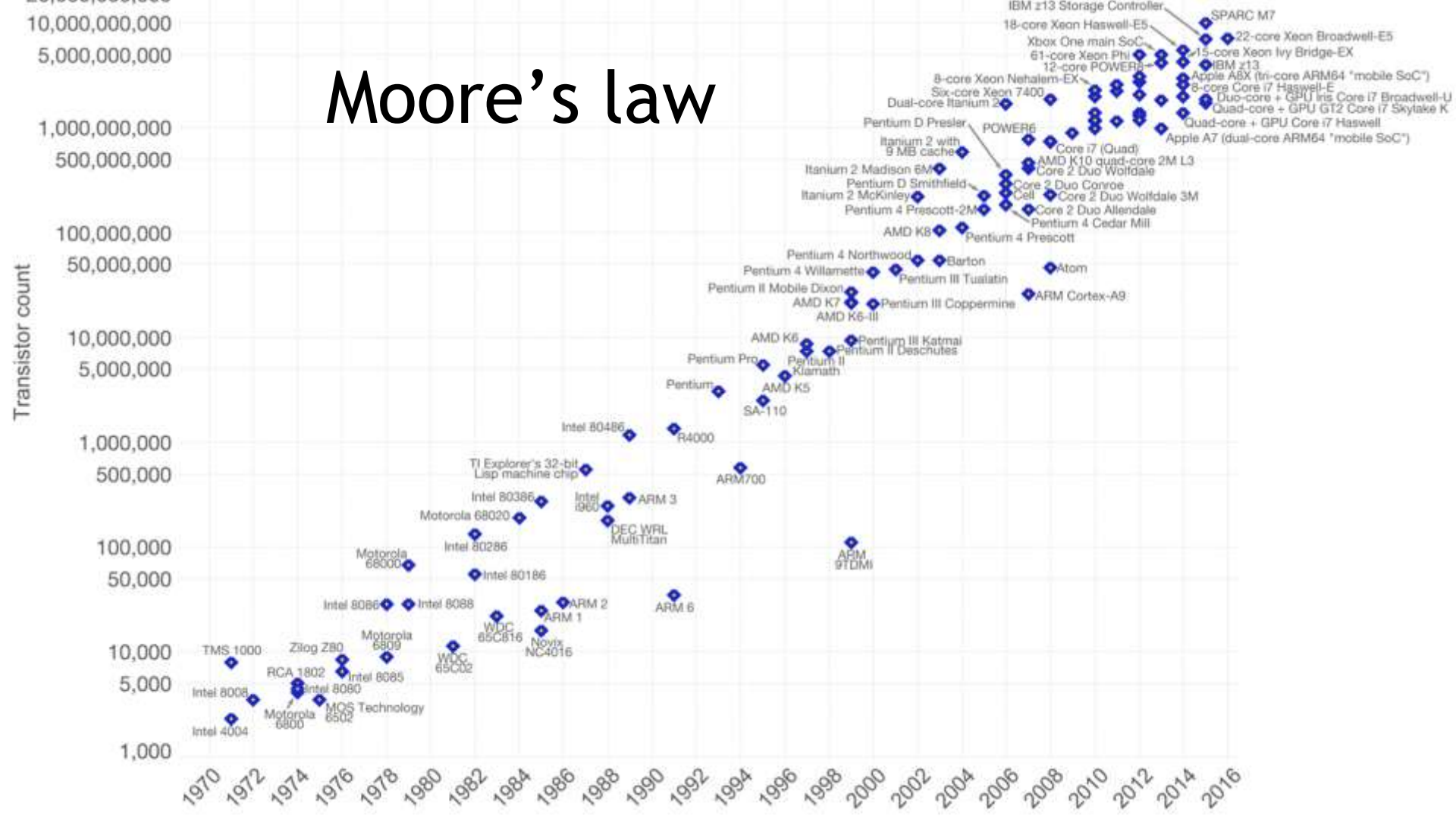
Stass Soldatov,  
TrueConf CTO

Just a few things you should  
care about.

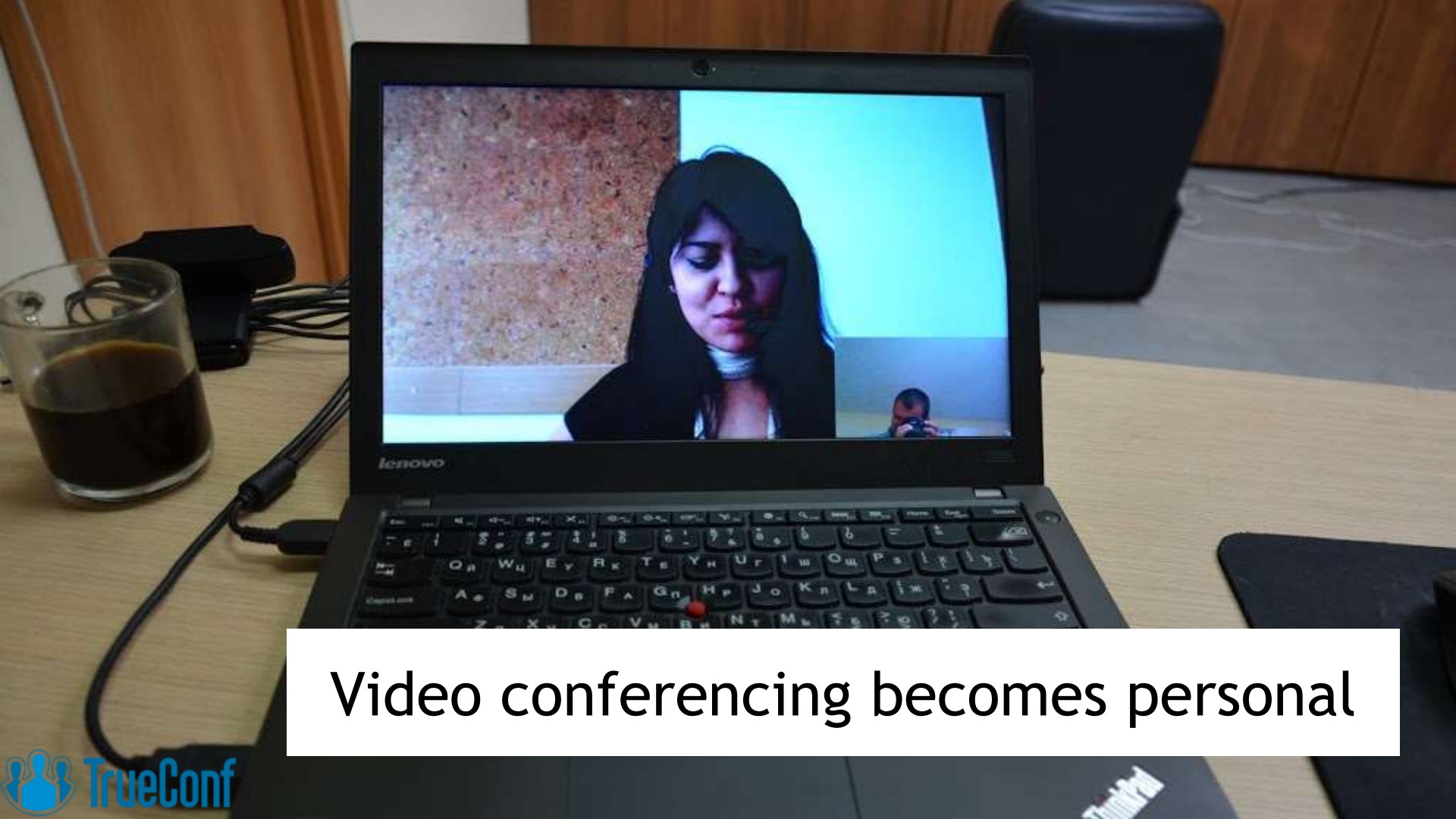
Few things that could change  
everything.



# Moore's law



Thank you,  ;)



Video conferencing becomes personal

Thank you, **logitech**<sup>®</sup> ;)

# AV → peripherals...



## ...for PCs



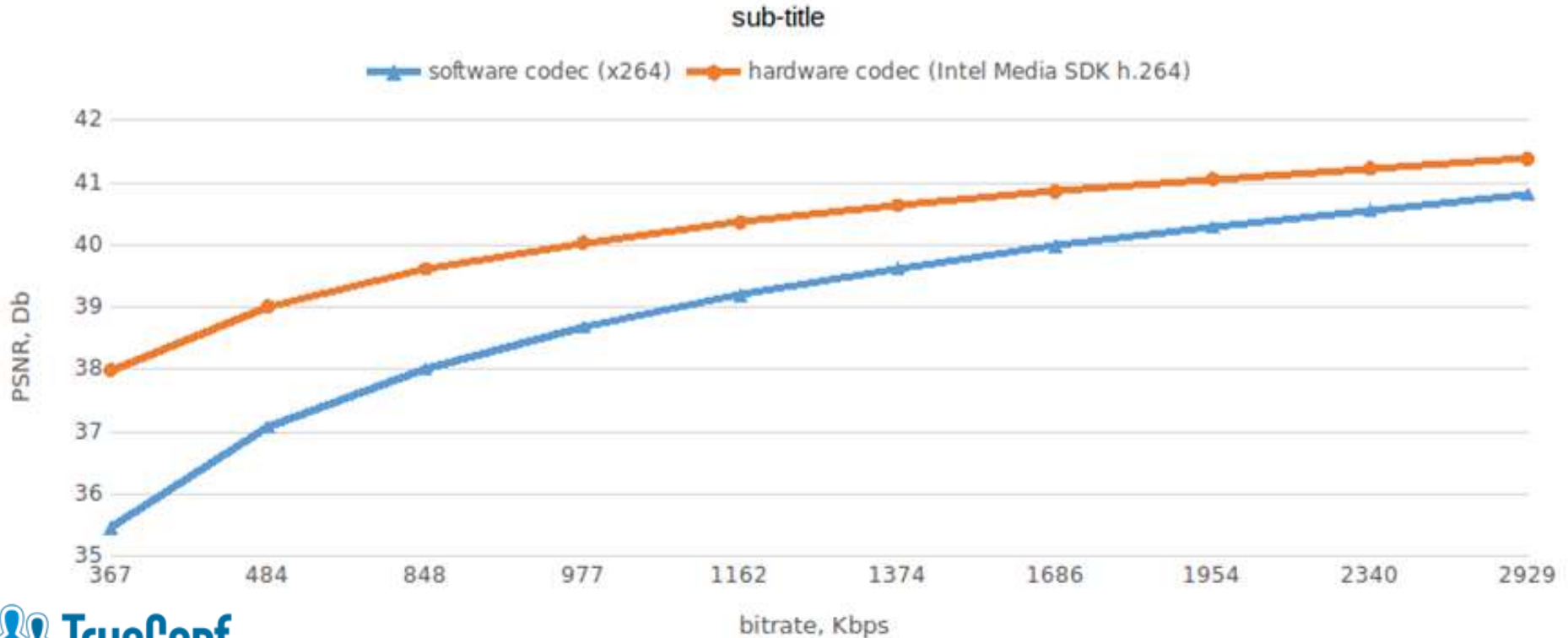


Thank you,  ;)



# Software codecs provides better quality. Surprise!

Foreman 720p PSNR



Communications

in 15 minutes

**TrueConf**  
easy video conferencing



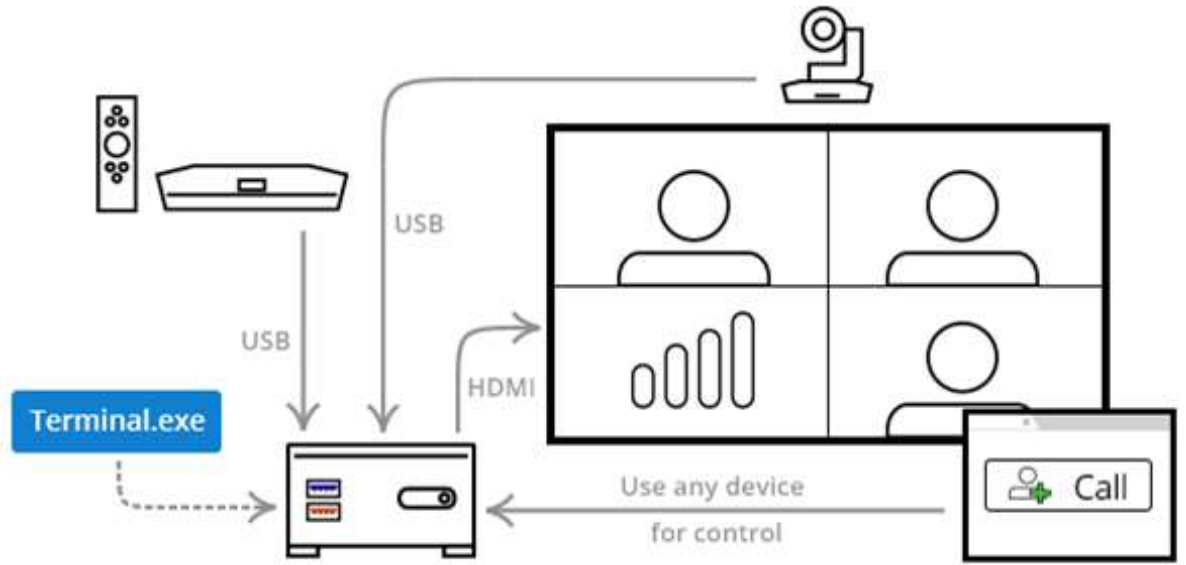
TrueConf UltraHD

**Panasonic**  
AVerMedia

And point-to-point 2160p (4K) conferencing



And even 3D (1080p + 1080p) conferencing



Huddle rooms have opened Pandora's box.  
We can see many examples.  
Pure software PC-based rooms.

PC is going to be the room's core

*Because it's always a money question.*



Budget legacy endpoints are trying to protect this niche.

# Standard protocols role overestimated



Think **interoperability**, not compatibility.



# Standard audio codecs a little bit outdated

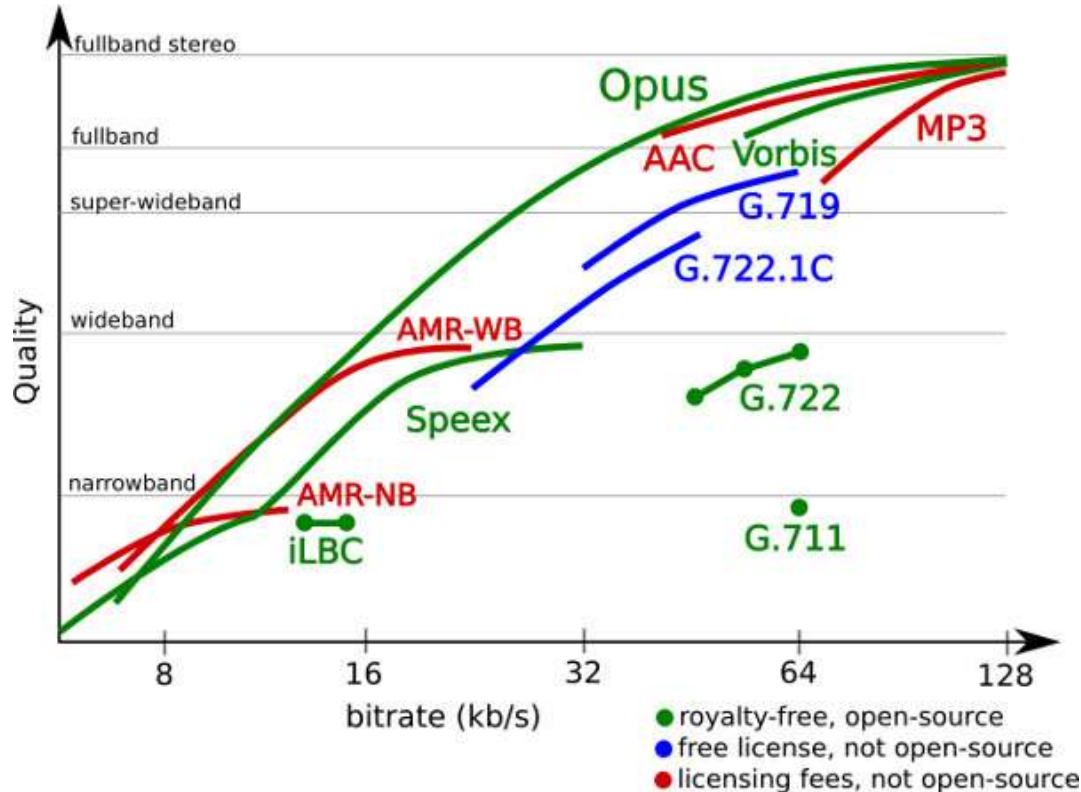
## G711 “The Compatible”

- **1988 (!)**
- 64 kbps
- 4000 Hz

## G722.1(c) “The Best”

- **1999 (2005)**
- 24-32 (48) kbps
- 7000 Hz (14000 Hz)

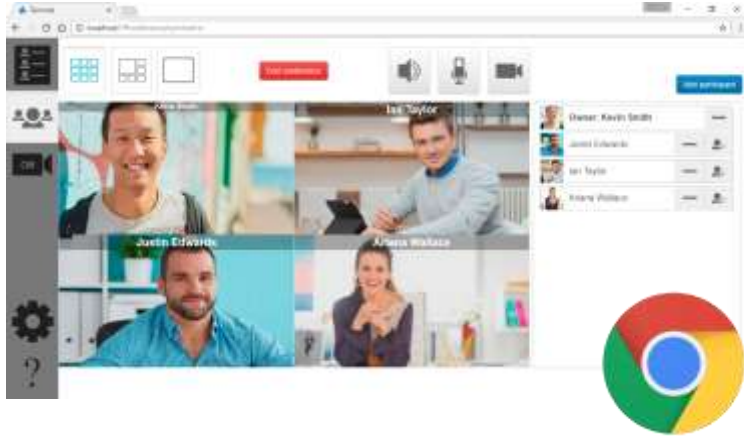
# Opus, the best VoIP audio codec since 2012



# On screen control: HDMI CEC



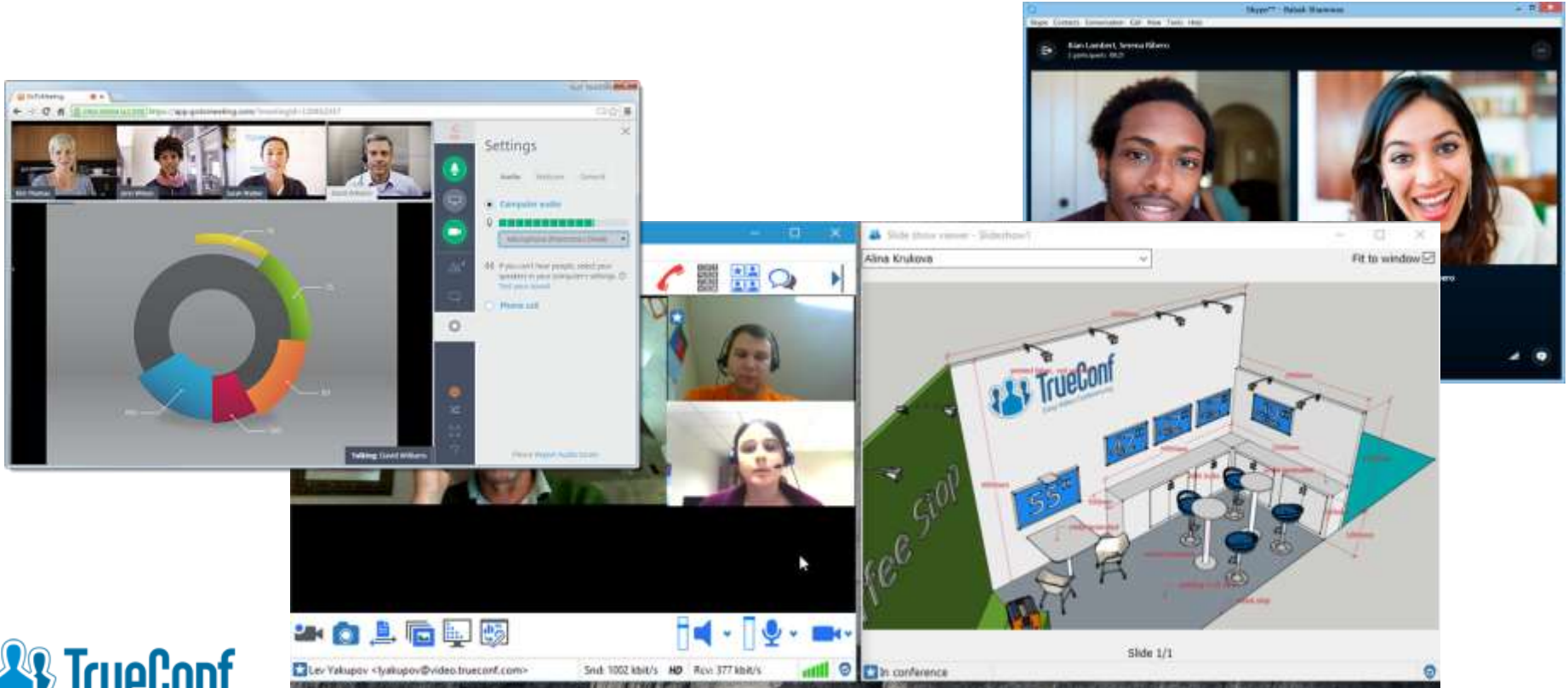
# Touch panel control: HTTP



# Content: Miracast, AirPlay



# Case-specific software on the same hardware



# Some other considerations

- Affordable upgrades, just replace a PC.
- Want new features? Download updates.
- New task? Find the right software.
- App Stores for rooms? Yes, they also exist.

*Tip: save some bucks for a good coffee machine ;)*

Have you heard about Intel Unite,  
NFC, ML and computer vision?

*They are knocking into the VC room door*





Time to change reseller's strategy

Lift off...

**Go vertical!**





Thank you. Questions?

Stass Soldatov  
CTO