

## **New Videoconferencing Software Polishes Your Performance**

You hear a lot lately about Cisco's drive to provide customers with the best videoconferencing experience. Our journey continues as today we unveil software that lets you customize your appearance and surroundings when you participate in a TelePresence, WebEx or Jabber session.

The new MakeMeOver application contains a library of filters you can use to turn you into the attractive and self-assured person you know in your heart you are but sometimes have trouble projecting during videoconferences.

### **Reality: It's Not All It's Cracked Up to Be**

Is the conference about to start and you have a bad case of "bed head"? Apply the Coiff filter, and your mane is tamed.

Eyes drooping from lack of sleep? Use the Perky filter to look bright-eyed.

Suddenly hauled into a sales call when it's Sunday morning in your time zone and you're gardening in your old college sweatshirt? Apply the SuitsMe filter and instantly don a professional look.

According to Rowan Trollope, SVP, Collaboration Technology Group, it's all part of our mission to make video collaboration more friendly and approachable.

"We lead the industry in high-resolution image quality, but we've heard from customers that sometimes we make things a little too real," Rowan points out. "With MakeMeOver, we are delivering a 'better than being there' experience without the so-called startle factor."

The lightweight app is already attracting customers. Major media organizations such as CNN, BBC, News Corp., PBS, Al Jazeera, KBS World, and TV Globo Internacional have expressed interest in trialing the technology. In this age of HD broadcasting, many veteran news anchors and seasoned television personalities could use MakeMeOver to extend their careers.

At work, MakeMeOver also lets you alter the background surrounding your image. You can select filters that clear the clutter on your desk. You also can insert into bookcase shelves images of popular business books and stacks of trade magazines that make your environment look more intelligent.



MakeMeOver can transform your appearance for an impromptu TelePresence session too. [Click here](#) to see how your attire can go from home-office casual to well-suited business.

## The Next Frontier? Temporarily Disappear

What's next for MakeMeOver? We're working on several enhancements.

An upcoming software upgrade will help fix a problem common to many video meetings: conference interruptus. This occurs when a conference participant suddenly has to briefly leave—say, to use the restroom or chase a barking dog out of the home office and into the backyard. These interruptions are quite disruptive to the meeting.

No worries. With a MakeMeOver add-on, you can leave the conference briefly without anyone noticing you're gone. The revolutionary BeRightBack technology allows you to upload to your device's screen a lifelike animated image of you. Your virtual self will nod its head and look thoughtful while you're gone. Should you be asked a question while you're away, Cisco's technology reacts instantly when it senses everyone is looking in your direction: BeRightBack plays one or more prerecorded statements. Your virtual image lip-syncs along.

Suggested statements for recording include "What are the business outcomes we're trying to achieve?" and "We have to deepen our conversation with customers." You also can select from a variety of statements about architectures, and many other topics depending on the meeting agenda.

BeRightBack is part of our vision and strategy to dramatically increase the use of video collaboration. "We're extending the ease of video collaboration from the browser to the boardroom—and now even to the bathroom," Rowan says.

Cisco engineers have conducted field tests that prove the technology reduces conference interruptus. "It works," confirms Grexander Braham Alell, lead engineer, CIBU. "Sometimes people look puzzled by the virtual person's statements, but the conversation usually continues without a hitch."

Our rapid innovation in the area of enterprise collaboration continues to accelerate. Videoconferences will never be the same, thanks to MakeMeOver.