

IP Video Conferencing Frequently Asked Questions 2.0

What are the rates for ICN's Internet Protocol (IP) Video Conferencing Service?

In January 2012, the Iowa Telecommunications and Technology Commission (ITTC), ICN's governing body, approved IP video rates for our customers.

- ICN has incorporated multiple pricing options with the rates, which includes unlimited, tiered, and hourly models.
- The IP rates will be available to selected customers beginning May 1, 2012, and will become available for E-rate discounts for users on July 1, 2012.
- Desktop video services and rates are in development.

Additional items to note about the IP video rates:

- ICN has customers who are equipped and ready to implement video conferencing using an IP platform. The IP video rates will only be applicable to those customers who are moving to the IP video conferencing platform.
- The IP video rates will be reviewed and approved by the ITTC each September. Each year the Commission welcomes customers' input.
- ICN has no intention of eliminating the MPEG video rates or forcing customers to move from MPEG to IP video. ICN will continue to offer the hourly rates for customers who continue to use their MPEG video site(s).

For pricing questions, contact an ICN Account Consultant for updated information by calling 877-426-4692 or e-mailing ICN.CSS@iowa.gov. For video equipment pricing refer to the integrators listed on the last page.

To view the approved IP video rates, visit www.icn.state.ia.us/aboutus/videorates.

What are ICN's IP Video Conferencing service phases?

The **Early Adopter** phase allows customers with immediate business needs, whose site plans are technically feasible and approved by ICN, to deploy live sites on ICN's test network and interoperate with MPEG video sites as needed. Through this, ICN is able to work with various integrators' proof-of-concept designs as well as customers' unique functional requirements for their IP video rooms and how they relate to ICN's IP video platform standard configuration.

The **Limited Market Offering (LMO)** phase includes benefits and features such as high definition resolution capabilities from low bandwidths using standards-based technology, unlimited access to

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ICN's high capacity private IP video network, interoperability with legacy ICN video sites and scheduling system, unlimited bridging, limited recording and streaming, and conferencing with guests (unregistered sites). This will be the stage in our development when we move our customers from the test network onto ICN's new Polycom core network. ICN will be accepting customers on a case-by-case basis, and all inquiries will need to be approved for technical feasibility by ICN before requests can be processed. This phase is scheduled to begin May 2012.

Both Early Adopter and LMO customers have the opportunity to become our IP video conferencing platform development partners, providing ICN with valuable feedback and suggestions.

We anticipate **General Availability** for IP video conferencing to start approximately January 2013.

Which Customers are Integrating ICN's IP Video Solution?

- Belle Plaine High School, new room, IP video cart system, Polycom codec, Freeport room control system, ECS room integration, October 2010, high ICN usage.
- Heartland Area Education Agency in Johnston, new rooms, dual multi-purpose IP video conference rooms, Polycom codecs, and Crestron room control systems, ECS room integration, February 2011. This site is in the implementation phase, no ICN usage yet.
- Iowa Central Community College, new and transitioned rooms throughout multiple campus locations, one IP video cart system, three new IP video conference rooms, three rooms transitioning from MPEG, Polycom codecs, Polycom room control systems, Polycom room integration, October 2011 and May 2012, high ICN usage.
- Northeast Iowa Community College, upgraded from MPEG, four IP video conference rooms, Polycom codecs, Crestron room control systems, ECS room integration, November 2011, high ICN usage.
- Atlantic High School, one new IP video conference room, Cisco codec, Crestron room control system, AVI room integration, December 2011, average ICN usage.

What is ICN's service concept?

ICN's service concept is based on two models:

1. The customer providing the approved codec model,
2. ICN providing the codec for the customer.

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A codec encodes signals such as camera-video and microphone audio into data packets that are transmitted across a network. The codec also decodes data packets from the network and converts to audio and video signals.

ICN has tested with Polycom and Cisco codecs. Additional video codec models will be tested as needed as we continue to review multiple codec brand manufacturers.

As of March 2012, ICN has successfully tested with the following codec models:

Polycom codecs: QDX 6000, HDX 6000, VSX 7000, HDX 7000, HDX 8000, HDX 9004.

Cisco (Tandberg) codecs: MXP 880, MXP 3000.

Is there a difference with ICN equipment placement for IP sites?

Yes. With full-motion (MPEG) video sites, all equipment owned by the ICN is located in the video site's FOTS (Fiber Optic Terminal System) dedicated closet. To take advantage of inherent computer graphic ports on the IP codec and economy of Ethernet cabling, it is recommended that the IP codec be located in the video site for the new IP video service. Additional security measures to protect the codec in the room are also recommended.

Ensuring that ICN's network is secure for all users is essential for day-to-day network traffic. To meet these needs, ICN is developing customer policies and guidelines for managing codecs on our IP video conferencing network.

Has ICN identified a vendor/manufacturer for equipment?

ICN has identified Polycom as the vendor for the core infrastructure for our IP video conferencing service. In May 2011, ICN awarded an Invitation to Bid requesting on-site installation, solution planning, design, training, maintenance and support to AVI Systems, a company located in Bismarck, ND, with a local office in Des Moines, IA. Polycom completed a network assessment, and the Polycom core equipment has been installed and was accepted by ICN in December 2011.

What are some of the features and benefits of ICN's IP Video Conferencing service?

ICN's IP video conferencing service includes leading-edge features such as: high definition resolution capabilities from low bandwidths, integration of multiple video and audio devices into one session, and the ability to extend video conferencing sessions to new site destinations. This is accomplished by ICN's high-capacity, standards-based, private video network.

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ICN will address video application options such as recording, streaming, storage, content management, ad hoc conferencing, desktop, content storage, and the integration of the Polycom platform with other services for the prospect of delivering a complete Unified Communications solution.

Is ICN providing expertise for video site designs?

ICN does not provide expertise for video site designs; customers may utilize any video integrator. However, each MPEG classroom relies on a specialized control system client design that must communicate with the ICN's video application server using a proprietary communications language. AVI Systems and ECS are two video integrators who have the expertise to ensure that video rooms are ICN compliant and can interoperate with the specialized, proprietary control system of MPEG sites. Although ICN provides the video conferencing service connection, all other video room equipment (i.e., cameras, microphones, local node controller, room furnishings) and maintenance agreements, are provided by and owned by the facility.

Please note: *legacy session control, including local node controller, is not an ICN requirement in order for IP sites to conference with MPEG sites. Any integrator can be used for IP video site design, and the IP site will be interoperable with MPEG rooms. Please keep in mind that changes in the way existing legacy conferencing control operates between sites on different platforms may occur.*

For pricing information or general availability dates, who do I contact?

Initial IP video rates have been established for ICN's IP video conferencing service. To place an order or get an estimate, please contact an ICN Account Consultant by calling 877-426-4692 or e-mailing ICN.CSS@iowa.gov. For video equipment pricing refer to the integrators listed above in the previous question, or contact any local video integrator for assistance.

For additional information, who do I contact?

ICN formed the Video Service Project (VSP) team to research current video conferencing trends, collect data from technical resources, evaluate components, analyze costs, and identify features. For more information, contact ICN's VSP team at ICNVSPTeam@iowa.gov.