

Cisco® Cius: Compute, Communicate, and Collaborate Everywhere



The growing number of mobile workers has made mobility critical to business. Cisco® Cius (Figure 1) is an innovative new business tablet, which delivers the most portable, powerful, reliable, and secure communications, computing, and collaboration experience for a device of its kind. Cisco Cius delivers:

- Transparent mobility
- A virtual desktop client for cloud computing
- High-definition video and Cisco TelePresence™ solution interoperability
- Anywhere access to Cisco collaboration applications
- Android Marketplace applications
- A new contacts-driven interface that simplifies collaboration

Cisco Cius: Get ready for a new way of working.

Mobility Is Now Critical to Business

In today's fast-paced world, the need to be constantly connected and always accessible has made mobility a strategic corporate asset across the enterprise. But business can come to a halt when employees do not have access to network services and when they cannot easily reach the people they need or be reached by the people who need them.

Without essential communications and collaboration capabilities such as conferencing, presence, instant messaging, and video:

- Decisions get delayed
- Business processes are slowed
- Opportunities are lost
- Competitive advantage is difficult to attain or sustain

Historically, companies have addressed the growing need for mobility by equipping employees with multiple devices that help them deal with the many access and collaboration challenges they face daily. This approach has not been very efficient or cost effective.

Figure 1. At Your Desk, the Tablet Can Rest in a Wired Docking Station; When You Are Ready to Go, Just Take the Tablet with You



Portable. Powerful. Flexible.

With an ultra-portable form factor, powerful collaborative capabilities and flexible connectivity, Cisco Cius uniquely addresses the needs of today's workforce. Because it delivers the same rich computing, communications and collaboration experience in the office, around campus and off campus, companies can consolidate the number of devices employees need with a single device that works wherever you do.

The Mobile Majority: Enterprise mobile users will make up 73 percent of the workforce in 2012.

—Michele Pelino, Principal Analyst, Forrester Research

Moving from one mode to the next is easy. In the office, simply insert the tablet into the HD media station, which provides IEEE 10/100/1000 wired connectivity for a full desktop experience. This media station also provides:

- Dual independent display support, so you can push high-definition video from the tablet's 7-inch display to an adjacent larger LCD monitor
- Native support for both USB 2.0 and Bluetooth 3.0 keyboards, mouse, and headsets, so you can enjoy a more traditional desktop experience
- High-definition audio through integrated HD acoustical speakers, so you can have more productive, hands-free communications

For mobile on-campus use, you just remove the tablet from its docking station and take it with you. The tablet has the intelligence to recognize that your connectivity state has changed and it immediately transitions to your on-campus IEEE 802.11a/b/g/n wireless network.

- In virtual desktop interface mode, use the touch-target color display and on-screen keyboard.
- Store applications locally in the tablet's 32-GB flash memory, on Secure Digital cards or access from the cloud.
- View applications in portrait or landscape mode; rotate the tablet and it automatically adjusts the orientation using its built-in accelerometer.

When you leave the campus, simply put the tablet into its protective cover, which doubles as a tablet stand. For off-campus use, you can continue to enjoy services through your 3G/4G data network provider and be productive.



No Restrictions. No Compromises. No Kidding.

Support for wired, wireless and 3G/4G data service means that there are no connectivity restrictions with Cisco Cius. And when it comes to collaboration, there are no compromises. The tablet's 7-inch, high-resolution, touch-target color display offers the perfect balance between the pocket portability of smartphones and the larger display and functionality of a laptop.

- The tablet is lightweight, weighing just over 1.15 pounds (0.52 kg).
- A detachable and serviceable 8-hour battery supports all-day communications under normal conditions.
- An Intel Atom 1.6-Ghz processor and 32-GB of flash memory provide the power to run and store Android applications locally.

Whether at your desk or on the move, you will have a full collaborative experience. You can:

- Make a voice or high-definition video call
- Join or initiate an audio, web, or Cisco TelePresence solution conference
- Create, edit, and share files and videos
- Browse the web with an integrated Firefox browser
- Locate subject-matter experts using virtual teaming and presence
- Communicate using instant messaging (IM), visual voicemail, and email
- Blog and add discussions on social networking sites

Applications Are Migrating to the Cloud: By 2012, 40 percent of businesses will adopt a blend of cloud- and premises-based approaches to meet their unified communications needs, compared with an estimated 3 to 5 percent of businesses in 2009.

— Daniel O'Connell, Research Director, Gartner (ComputerWeekly.com, January 14, 2010)

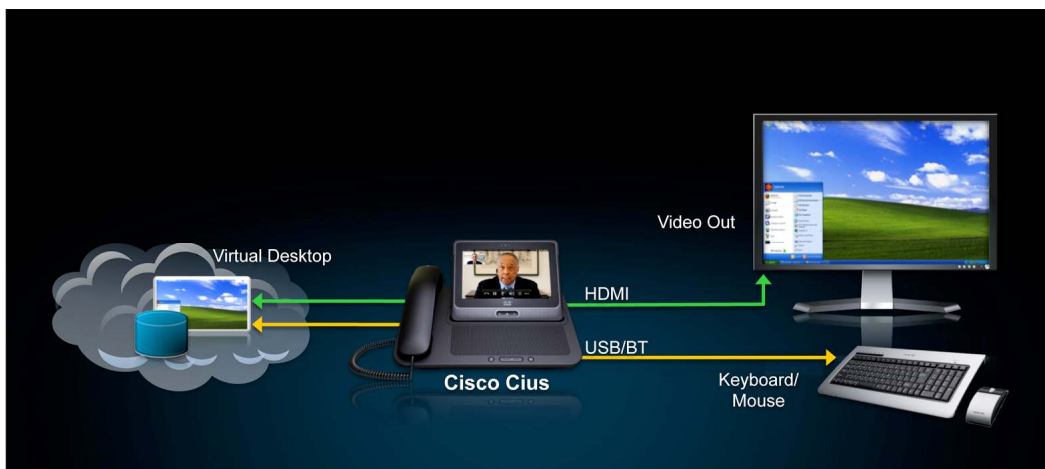
Flexible. Affordable. Virtual Desktop.

An increasing number of businesses are actively or strategically planning to migrate some or all of their communications capabilities to the cloud. Cloud- or Internet-based computing makes it possible to centralize applications in the data center. Desktop virtualization enables users to access these business applications, affordably delivered, as a service, on demand.

Cisco Cius will support desktop virtualization. The tablet will come standard with a virtual desktop client application, so it can act as a thin client on your Cisco Collaboration Architecture (Figure 2). The centralized software-as-a-service (SaaS) deployment model provides compelling benefits, including:

- Lower hardware costs: Cloud computing eliminates the need for employees to carry around expensive laptops (and desk-bound workers to use more expensive PCs), so IT departments can replace these higher-cost clients with thin clients, which are less expensive to manage.
- Enhanced security, availability, and efficiency: Centralizing applications in the data center, instead of deploying them locally on clients, reduces security maintenance concerns and risk of intellectual property loss.
- More flexible access to computing capabilities: Getting real-time, on-demand access to business applications and the latest versions of shared documents enables anytime, anywhere collaboration. It is truly a "win-win" for IT and users.
- Controlled migration to cloud computing: You can slowly migrate to cloud computing by deploying business tablets to executives, sales representatives and knowledge workers and then expand mobility across your entire enterprise. Instead of bringing employees to where the work is, you can bring the work to where the employees are.

Figure 2. The New Tablet Is a Thin Client That Can Coexist with or Replace a Thick Windows PC Client



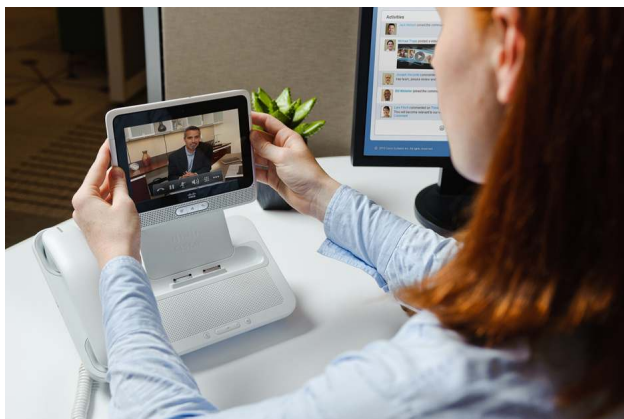
But virtualization is only part of the story. Cisco Cius operates on the Android operating system, so it delivers access to a diverse and ever-expanding Android developer community. Access to these applications can be open or controlled. Control mechanisms, if enabled, will allow your organization to provision the Google Android applications your users can use. The choice is yours.

In addition, Cisco will bring its expertise in communications and media to Android developed applications for business, by linking in Cisco Collaboration Application Protocol Interfaces (API's). These will be made available with a Software Developer's Kit (SDK) to Android developers.

Video: The New Standard for Communications

By 2015, 200 million workers worldwide will run **corporate-supplied video conferencing from their desktops**, compared to 7 million in 2008.

— Scott Morrison, Research VP, Gartner (ComputerWeekly.com, January 14, 2010)



Pervasive. Immersive. High-Definition Video

The prominent rise of YouTube is just one example of the growing importance of video in our personal lives. Twenty hours of new content is uploaded to YouTube every minute. The ability to quickly create and share video has resulted in yet another example of the consumerization of IT: video has entered the enterprise, and it is here to stay. The typical employee now watches 4.6 hours of enterprise video each month, according to a 2009 report from industry analyst IDC. According to Gartner, by 2015, 200 million workers worldwide will videoconference from their desktops.

These statistics are not surprising. Seventy percent of communications are nonverbal, so if you cannot see the person you are speaking with, you are capturing only 30 percent of the conversation. Enterprise video is personal, efficient, and effective. Cisco recognizes the power and importance of video. That is why we introduced the Cisco TelePresence solution and that is why we did not settle for consumer-grade video with Cisco Cius. Cisco Cius delivers high-definition, mobile video as well as interoperability with the Cisco TelePresence solution.

The exceptional face-to-face communications and collaboration delivered by Cisco Cius can build trust among customers, colleagues, partners, and suppliers. Video collaboration accelerates decision making and improves productivity, not only at the desk and around campus, but on the go.

- The vibrant 7-inch, high-resolution, color screen is ideal for displaying streamed media, online content, and visual presentations
- The forward-facing, integrated HD (720p and 30 fps) video camera has zoom functions
- The rear-facing, high-resolution 5-megapixel camera enables real-time, VGA-quality (640 x 480) video capture and still-photo capture

The Collaboration Effect:

You can obtain up to 2 hours of more productive work from employees every day by extending unified communications across your organization.


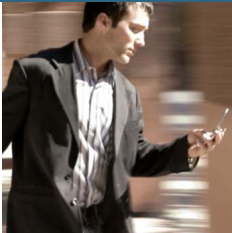
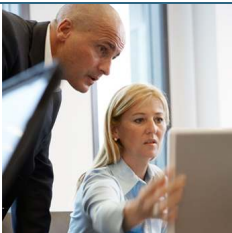
— Chadwick Martin Bailey, *Unified Communications Applications: Uses and Benefits*

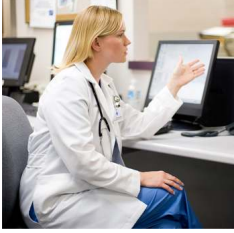
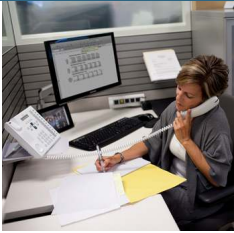
Integrated. Intuitive. Interactive Multimedia Experience

An intuitive contacts-based experience enables you to quickly reach the people you need. Simply select a contact, and Cisco Cius presents collaboration options (email, IM, conference, telepresence, etc.). Cisco Cius lets you take Cisco Unified Communications and Collaboration with you - to the cafeteria, to the conference room, or to a customer site (Figure 3). Wherever you are, you can use the same device to:

- Communicate with the market's number-one enterprise telephony solution: Cisco's network-centric unified communications solutions are used by companies of all sizes, including more than 85 percent of Fortune 500 companies.
- Conference with the industry's leading on-demand collaboration tool: Worldwide, a large and growing number of organizations, including 90 percent of Fortune 500 companies, rely on Cisco WebEx™ SaaS solutions to streamline business processes for sales, marketing, training, project management, and support. The Cisco WebEx Collaboration Cloud spans continents, platforms, languages, and time zones and meets the needs of more than 10 million meeting participants monthly, providing more than 99.99 percent uptime.
- Meet face to face without going place to place: Interoperability with the Cisco TelePresence solution enables real-time collaboration with colleagues, partners, and customers around the world at a moment's notice. Everyone, everywhere can be more productive.
- Exchange ideas with Cisco Quad: This enterprise collaboration platform transparently integrates social networking tools with critical business applications such as calendar and real-time communication tools including VoIP, IM, and video. Unlike consumer social tools, Cisco Quad has the policy and security controls required for a corporate setting.
- Share ideas and expertise with user-generated video content: Using the Cisco Show and Share social video system, you can create content with the touch of a single button, quickly edit videos with a network-based video editor, and tag videos with keywords to facilitate search functions. Viewers can easily rate content and add comments to add value.

Figure 3. Any Employee Can Benefit from Cisco Cius.

 <p>Busy Executive Bill</p>	<ul style="list-style-type: none"> • Travels frequently • In and out of the office throughout the day • Juggles many devices • Attends numerous online meetings • Collaboration quotient is high • Dislikes viewing documents and presentations on a 3-inch screen <p>ITRx: Take one business tablet and call, conference, use telepresence, IM, create, edit, share, etc.</p>
 <p>Sales Representative Samuel</p>	<ul style="list-style-type: none"> • Travels constantly • Gives impromptu presentations everywhere • Needs constant connectivity • Must have high-quality, real-time video • Requires off-campus access to inventory and customer information • Dislikes losing a sale because he cannot reach busy executives to get the information he needs <p>ITRx: Take one business tablet and sell 24 hours a day, every day.</p>
 <p>Knowledge Worker Karen</p>	<ul style="list-style-type: none"> • Rarely in her office • Rarely leaves campus • Computes, communicates, and collaborates in conference rooms, corridors, cafeterias, etc. • Gets behind in voicemail because colleagues and customers cannot reach her at her desk • Dislikes lugging her heavy laptop around campus <p>ITRx: Take one business tablet and lighten the load.</p>

 <p>Caseworker Cathy</p>	<ul style="list-style-type: none"> • Mobile all day • Needs constant connectivity to remain productive • Would like to enter information on the go • Interacts with colleagues all the time • Needs to send and receive data and high-resolution video • Would benefit from location-based services • Dislikes having to go back to her desk to access, update, or send files <p>ITRx: Take one business tablet and efficiently connect, communicate, and collaborate.</p>
 <p>Supportive Susan</p>	<ul style="list-style-type: none"> • Works primarily at the desk • Supports at least several people • Uses collaborative tools regularly • Dislikes not being able to see the people she/he supports <p>ITRx: Take one business tablet and personalize communications.</p>

Unleash Productivity in Any Industry

Cisco Cius is ideal for use in a wide range of industries. Here are just a few examples of the transformative capabilities made possible by this unique business solution:

- Set new standards of service in retail environments: Equip retail associates with tablets in a ruggedized casing so they can perform real-time inventory checks, resolve customer issues with real-time video calls that pull in subject-matter experts, and access a customer's purchase history (through the cloud) to improve cross-sell and up-sell opportunities.
- Improve the productivity of physicians: Equip physicians with tablets in a ruggedized casing so they can carry their tablets with them wherever they go. The tablet can be used as the primary device for computing, communications, and collaboration in their offices, on hospital rounds, in restaurants, and at home. With a single device, physicians can securely access medical records, write prescriptions, get results from lab work, check on patients, update charts, and consult with other physicians with interoperability using the Cisco TelePresence solution.
- Accelerate claims processing: When insurance appraisers are equipped with tablets to take with them in the field, they can use the high-resolution rear camera to capture video of houses damaged by severe weather. The 7-inch display can act as the viewfinder for their video recording. Appraisers can instantly and securely upload videos to a server based at headquarters and attach the video file to the claims forms, and someone back at the office can process the claims.

New Dimensions with Cisco Cius

With Cisco Cius, Cisco has integrated industry-leading mobility, unified communications and collaboration, desktop virtualization, and high-definition video into a powerful, portable, solution that sets the standard for business tablets. With this device, you can completely transform business models by taking full advantage of your most valuable resource: your people.

Cisco Cius. It is a revolution in computing and collaborative productivity.



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