

Press Release – For Immediate Release

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TelePresence World Conference Series Announced

A series of landmark conferences on the current usage, benefits, ROI, and future of presence, telepresence, and unified communications

Ashburn, Va., August 29th 2006 — In collaboration with telepresence consultancy [Human Productivity Lab](#), international event organizer [Hemisphere Expo Services](#) announces the launch of [TelePresence World](#), a series of conferences and exhibitions that will bring together telepresence, presence, unified communications industry leaders and major end users from around the globe. The kickoff event, **TelePresence World 2007**, will be held June 4–6, 2007 at the University of San Diego.



The TelePresence World event series seeks to introduce telepresence technologies and explore their use in industry, government, education, medical and other fields. Event delegates will have the opportunity to debate and discuss the revolutionary technological developments that have brought telepresence from the realm of science fiction to the reality of everyday business. To demonstrate the power of telepresence and unified communications to bridge distance and bring people together, TelePresence World 2007 will include a concurrent exhibition to be held in the university's 25,000-square-foot, state-of-the-art pavilion.

TelePresence World 2007 will be moderated by the Human Productivity Lab, which has just published a seminal paper, "Telepresence, Effective Visual Collaboration and the Future of Global Business at the Speed of Light" (available for download from the Lab's website at www.HumanProductivityLab.com/TelepresencePaper). Event organizers Hemisphere Expo Services will manage the conferences and exhibitions. The event series will take TelePresence World to most other major world business centers, including, initially, London, Frankfurt, Dubai and Shanghai.

What is Telepresence?

Telepresence meetings make remote participants life-size, with fluid motion, accurate flesh tones and flawless audio. The experience feels remarkably natural and comfortable for almost any size meeting, from two people to large classrooms. Telepresence solutions are easy to use and surprisingly handy for collaborating on spreadsheets, slide decks, documents or even physical objects with minute details. Specialized telepresence solutions for specific industries already exist for settings as diverse as pharmaceutical research labs, movie and television studios, university-level distance learning, and neurological operating rooms.

Most importantly, many telepresence solutions create a “business-class consistency of quality” between companies, universities, publicly available telepresence facilities and other organizations on the same visual collaboration networks. This consistency between locations is creating a platform for effective Inter-company business, connecting vendors, suppliers, customers and joint venture partners for global collaboration.

What is Presence and Unified Communications?

Unified Communications solutions provide integrated messaging solutions (voice, video, fax, e-mail and SMS) across multiple devices (personal computers, smart phones, mobile phones, personal digital assistants, and others). Presence technology allows individuals to publish their availability for communications with user-defined rules to other users. This ability to check the availability of colleagues, friends and joint venture partners streamlines collaboration with instantaneous communication.

Unified communications and presence solutions improve productivity a number of ways:

- **They automatically route telephone calls/video calls/telepresence calls/faxes/e-mail to a recipient at the appropriate phone number, inbox and/or device.**
- **They enable the ability to check availability, schedule, and/or launch a phone call, videocall, webconference, or telepresence session instantaneously with others on a shared unified communications platform directly from a computer screen with a few clicks of the mouse.**
- **They integrate presence information into electronic documents or applications, allowing project teams to simplify their ability to collaborate immediately on shared projects.**

About the Human Productivity Lab

The Human Productivity Lab is an independent consultancy covering the telepresence and effective visual collaboration industry.

With over 185,000 hits per month from over 65 different countries, the Lab’s website at www.HumanProductivityLab.com ranks as the number one site on the Internet for news, research, and analysis on the emerging telepresence industry. The site continues to grow at a rate of 15-100+ percent per month in 2006.

The Lab also provides telepresence consulting services to telepresence vendors, investors, and end users including: Telepresence Solution Design, Acquisition Consulting, RFI/RFP Development and technical / information security due diligence among other engagements.

Though unequivocally pro-technology, the Lab tempers its enthusiasm with a firm understanding of technology's limits with respect to the all-too often neglected "Human Factors" of implementation.

About Hemisphere Expo Services

Established in 1990, The Hemisphere Group (www.HemisphereInc.com) has produced scores of events throughout Asia, India and the Americas. The company's events portfolio includes conferences, seminars and tradeshow on topics ranging from aerospace to finance. Known today as Hemisphere Expo Services, Inc., it provides particular expertise in the production and management of events relating to high-technology advancements.

