

# BLUE JEANS NETWORK

INTEROPERABLE VIDEO CONFERENCING IN THE CLOUD



Blue Jeans Network offers a cloud-based video conferencing service that makes it easy to host high quality video meetings connecting many participants, using many different devices, supporting many combinations of business and consumer video conferencing endpoints.

## ABOUT THE SERVICE

The Blue Jeans cloud-based video conferencing service provides a cost-effective, scalable solution based on a robust distributed architecture that enables workers a way to collaborate within the enterprise and beyond.

Modeled after traditional audio bridging services, the Blue Jeans solution finally makes video meetings as easy, interoperable and affordable as an audio conference.

Blue Jeans easily extends the reach of video conferencing beyond specialized rooms to everyone who can't be in them. Connect with colleagues and clients without worrying about where they are or what device they will be using. Meeting attendees can collaborate from their desks, on the road or from home using virtually any video enabled device or a standard phone line. The Blue Jeans service makes video collaboration carefree and the best part is it just works.

## BLUE JEANS FEATURES

- Cloud-based, meet-me videoconferencing service
- Device agnostic – H.323, Microsoft Lync®, Google Video Chat, PSTN
- Private virtual meeting room in the cloud
- Easy web-based management capabilities
- Scheduling flexibility – scheduled or reservationless meetings
- Scalable architecture
- Room, desktop or mobile devices

The Blue Jeans service is different than other solutions because it offers clients the scalability and security of leveraging their existing infrastructure investment. There is no new hardware to deploy, or software to download. We've invested in this global infrastructure so that you don't have to. With Blue Jeans, there are no more excuses for keeping your meeting participants on the dark end of a phone line.

## BLUE JEANS BENEFITS

### Interoperable

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We don't care what video conferencing endpoint your participants want to use and nor should you. A single Blue Jeans meeting can connect a full range of popular endpoints like Cisco, Lifesize, Polycom, Microsoft Lync, Google and standard phone lines.

### Affordable

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With Blue Jeans you get the benefits of video conferencing for near audio conferencing price points.

### Easy

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Blue Jeans is a cloud-based service. All you need is a video conferencing enabled device and someone to meet. We take care of the rest. No expensive infrastructure. No complicated configuration. A few clicks is all it takes to schedule, host, join, and control your meetings.

Video Codecs and Resolutions	
Web Browser	H.264, H.264HP up to 1080p HD
Google Video Chat	H.264 up to 640X400
Microsoft Lync	H.263 up to CIF, RTV up to 720p HD
Room Systems	H.261 up to CIF, H.263 up to 4CIF, H.264 up to 720p HD, H.264HP up to 720p HD
Telepresence	H.261 up to CIF, H.263 up to 4CIF, H.264 up to 720p HD

Encryption	
Web Browser	AES-128 (SRTP), TLS Authentication
Google Video Chat	AES-128 (SRTP), TLS
Microsoft Lync	AES-128 (SRTP), TLS
Room Systems	H.235 v3, AES-128
Telepresence	H.235 v3, AES-128, TLS

Audio Codecs	
Web Browser	G.722.1
Google Video Chat	ISAC
Microsoft Lync	G.711 (μ-law, A-Law), G.722, G.722.1, 24K, Siren 14
Room Systems	G.711 (μ-law, A-Law), G.722, G.722.1, G.722.1c/Siren 14, G.729

Call Signaling	
Web Browser	SIP
Google Video Chat	XMPP
Microsoft Lync	SIP
Jabber	SIP
Room Systems	H.320*, H.323, SIP
Telepresence	H.320*, H.323, SIP

Content Sharing	
Web Browser	Send/Receive, H.264HP
Google Video Chat	Receive
Microsoft Lync	Send RDP/Receive
Jabber	BFCP
Room Systems	H.239, H.263+, H.264, H.264HP
Telepresence	BFCP, H.239, H.263+, H.264

Meeting Room Security Features	Meeting Layout Options
<ul style="list-style-type: none"> <li>• Randomized 9 digit meeting id's</li> <li>• Meeting PIN code options</li> </ul>	<ul style="list-style-type: none"> <li>• Constant Presence ('Hollywood Squares' mode up to 9 squares)</li> <li>• Voice activated video switching</li> </ul>

we connect. we deliver.



Meeting Room Security Features	Meeting Layout Options
<ul style="list-style-type: none"><li>• Required encryption for participants option</li><li>• Manual Meeting Lock Down Option</li><li>• Non-secure endpoint alerts</li></ul>	<ul style="list-style-type: none"><li>• Voice activated video switching with thumbnail views at bottom</li><li>• 5 Presentation Sharing Layout Options</li></ul>

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