

## Telepresence to Reach \$2.7 Billion by 2015

Written by Bob Snyder  
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**Despite the tough economic environment, sales of telepresence hardware, software and services grew to \$567 million in 2009, says ABI Research in a new study.**



"Nearly any size company has access to telepresence and video conferencing services," says David Lemelin, director of the ABI's Enterprise Communications Research Service. "Suppliers are helping businesses transition to telepresence by introducing personal and room-based HD video conferencing solutions. Telepresence room rentals are also on the rise."

Expanding the options for access to telepresence products and services is critical for maintaining strong market growth.

"Video conferencing products that are a step above talking heads' at reasonable price points allow companies to experience the benefits and incorporate them into their business processes," adds Enterprise practice director Dan Shey. "This begins a cycle of growth that will lead to using true telepresence systems."

Factors that will drive the telepresence market 4X to reach \$2.7 billion by 2015:

- Saving on travel costs particularly for companies experiencing supply chain expansion;
- Suppliers targeting companies with legacy video teleconferencing systems and expanding telepresence system interoperability;
- Telepresence enhanced with unified communications features such as whiteboards, document sharing and webcam videos;
- Growth of managed and cloud telepresence services from vendors such as Glowpoint, BT Onesource, Verizon and AT&T;
- Telepresence products for mobile employees and devices such as laptops and smartphones.

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Go [ABI Research's "Enterprise Telepresence and Video Conferencing" study](#)