

Rich Media Drives the Evolution, Says Cisco

Written by Bob Snyder
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Dylan was right: The Times They Are A' Changin'.

The keynote address at this year's InfoComm (an AV, not IT, show) was delivered by...Cisco.

Representing the IT giant, **Marthin De Beer, Senior VP Emerging Technologies Business Group at Cisco**

, took the InfoComm stage to tell delegates that collaborative technologies like video and telepresence are changing the way people work, learn, and communicate—and even forcing radical changes in network architecture.

He says future collaboration will make it easier for users to create and control rich media and for IT departments to deliver these technologies while also cutting back on the need for end-user support. "When it comes to rich human interactions, being able to easily create, find, share, consume, and manage content is very important. And we believe the network, what we now term as 'medianet,' which you should think of as the evolution of the network that is ready for rich media,... will play a very important part."

"Video and collaboration and, in particular, telepresence are at the heart of how the future of work, the future of connected life, and the future of computing will change over time," de Beer says. "I believe it's just the beginning. We're going to see an exciting world unfold in front of us."

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