



HP Halo Collaboration Studio

A powerful new communication tool
for the financial services industry



HP Halo lets you put your travel on hold with a high-resolution telepresence environment that brings the business world to you.

In the fast moving financial services industry, time is more than just money

In today's global financial services world, success depends on the ability to react quickly to movements in geographically dispersed markets by making collaborative decisions in real-time. Timely, accurate communication is critical, but it's also increasingly challenging, with key personnel, customers, and markets scattered across countries, continents and time zones.

The other side of the globe, just across the table

Imagine meeting face-to-face with colleagues and customers on the other side of the globe, while observing their physical and emotional reactions as though you were in the same room together—with none of the drawbacks of conventional video conferencing. No perceived video or audio delays, no static or noise—just images and sound so lifelike you have to remind yourself that they're thousands of miles away. That's the experience of using Halo Collaboration Studios, the powerful new telepresence solution from HP.



What is Halo?

HP Halo is a state-of-the-art telepresence solution—a uniquely lifelike, dynamic, real-time collaboration environment. Designed by DreamWorks Animation™ in partnership with HP, Halo is a network of intricately designed multimedia collaboration studios connected via a dedicated high-speed fiber-optic infrastructure, allowing colleagues and customers around the globe to communicate as though they were sitting at the same table together.

When it comes to deal making, there's no substitute for face-to-face interaction. With Halo, you can see every expression, every word and every subtle shift in body language as if you were there. Halo takes video conferencing to a new level of realism. Studio-quality cameras, high-definition video screens and ultra-sensitive audio equipment capture and transmit images and sounds with incredible clarity.

With Halo, you can hold meetings in up to four separate locations—yours or any other Halo customer's, even if you're thousands of miles apart—allowing the face-to-face interaction that's crucial to effective selling, deal making and collaboration. And Halo actually pays for itself, not only by reducing travel costs, but also by encouraging higher productivity and stronger employee loyalty.

"Halo provides us with an incredibly useful way to transfer and leverage knowledge from across the organization no matter where our employees are in the world. For example, we could have mortgage teams in the Netherlands and Brazil working together on a mortgage-related service instead of having co-located teams. We will also use Halo as a way to build more agility into the development of new products and services."

Craig Hollenbaugh,
Corporate Vice President and Global Head
of Infrastructure Services, ABN AMRO



Developed with financial services firms in mind

HP developed Halo with the unique needs of the financial services industry in mind. We have been developing financial services solutions for more than three decades, helping firms respond to a rapidly changing marketplace and eliminating operational and financial risks. HP has broad knowledge and experience in every industry segment, with a significant presence in the world's top 200 banks, top 50 brokerages, all major stock and commodity exchanges and top 25 insurance carriers.

In corporate and investment banking, constantly shifting market conditions have enormous impacts on the firm's capital and client accounts. Fast, sound strategy decisions are crucial, as is the ability to discuss the potential impacts of decisions with team members in major global financial centers and geographically dispersed employees and experts.



AIG Financial Products Corp. uses Halo to improve business effectiveness

AIG Financial Products Corp.

More productive meetings, less need for travel

AIG Financial Products Corp. (AIG-FP) uses HP Halo Collaboration Studios to improve business effectiveness, enhance connections between team members, and provide high levels of customer service. AIG-FP has offices on three continents, providing corporate finance, investment, and financial risk management solutions. Halo allows AIG-FPC to have more productive meetings that increase business effectiveness while enhancing problem-solving efforts for clients and strengthening team-based cooperation.



The importance of face-to-face interaction

The greater the decision-making stakes, the more important the human element becomes in capitalizing on opportunities and mitigating risk. Human communication is still a highly visual process and there is simply no substitute for face-to-face interaction. Conference calls miss the subtle layers of non-verbal communication in a face-to-face meeting that can influence financial decisions. Even conventional videoconferencing cannot recreate the experience of sitting at the same table with colleagues.

Halo duplicates the all-important face-to-face experience, allowing effective collaboration and decision making, no matter where people happen to be around the globe. As many as 16 participants in up to four separate locations can see and hear each other in real time, with no perceived audio or video delays.

Empowering executives

One of the most challenging aspects of every executive's job is maintaining productivity and achieving a reasonable work/life balance despite the grueling demands of frequent business travel. Halo can dramatically reduce the time and productivity impacts of business travel by providing an in-person experience without leaving the office. Eliminating even a portion of a busy travel schedule enhances business effectiveness by giving executives more time to make major decisions, directly impacting a company's bottom line. Reducing travel also reduces stress that accompanies spending excessive time away from home and family.

Powerful functionality

HP Halo Collaboration Studios are available in two versions—the Executive Edition and the Professional Edition—to provide maximum choice and flexibility on options, installation and pricing. However, both editions offer the same exceptional face-to-face meeting experience and powerful functionality.

A network like no other

The backbone of Halo Collaboration Studios is the Halo Video Exchange Network (HVEN), a secure, dedicated, fiber-optic network created by HP to connect Halo Studios worldwide. Unlike virtual networks such as MPLS that share thousands of undedicated circuits, Halo signals pass through a maximum of four routers, eliminating quality degradation and perceived latency. The result is a seamless interactive experience, with instantaneous transmission of near-perfect quality sounds and images, even among Halo locations on opposite sides of the globe.

End-to-end managed service

Halo Collaboration Studios are a truly end-to-end managed solution. Halo customers require no special IT support whatsoever. HP maintains the entire Halo system as a complete turnkey solution for the full term of the monthly Halo Video Exchange Network (HVEN) service contract. A dedicated HP staff optimizes the Halo experience by performing all diagnostics and upgrades remotely. There's even a Halo concierge available 24x7 to answer any questions, help you make connections with other companies, and more.



Multipoint connectivity

With Halo's multipoint connectivity, you can be in up to four places worldwide at once, virtually, holding meetings with as many as 16 participants. And a high quality audio bridge allows teleconferencing links with others who don't have access to a Halo studio.

Unlimited 24x7 availability

The HVEN fiber-optic network is always on, so you can use Halo anytime, day or night, for the same monthly service charge. Hold a conference at midnight from New York with colleagues in Tokyo where it's midday. No other solution comes close to this level of flexibility without charging huge additional fees.

Simultaneous two-way transmission

Halo does not have the one-way-at-a-time transmission limitations of other telepresence solutions. Through the HVEN, participants enjoy full duplex audio, which means they can speak simultaneously, interrupt each other, and have multiple conversations at once—just like in a real, face-to-face meeting. Other telepresence solutions don't offer this kind of capability, allowing only one person to talk at a time.

Dedicated collaboration channel

As a standard feature of the Halo Executive Edition and available as an option with the Professional Edition, a high-definition camera lets meeting participants share views of physical objects and documents on a dedicated collaboration screen. Participants can view equipment, parts and prototypes; illustrations and designs; and even table-top flip charts for real-time note taking. They can also use the high-definition collaboration screen to share documents and information directly from their laptops by plugging into the in-room VGA connection.

Interoperability with Tandberg videoconferencing solutions

With Halo Collaboration Studios, you're not restricted to communicating only with other Halo studios. Through an alliance with Tandberg, Halo studios can also interact with conventional standards-based video conferencing equipment. Tandberg's strong financial services industry presence makes Halo an even more versatile tool for communicating with customers, colleagues, and other stakeholders worldwide.



HP Halo Collaboration Studio key benefits

- Lifelike "same-room" experience
- Broadcast quality video and audio
- Dedicated collaboration screen
- OC class backbone for no-perceived-delay video exchange
- Private network
- High-bandwidth, multi-point connections
- 24x7 Halo concierge service
- Remote management and support
- Turn-key solution

Personal connections. Real-time collaboration.
Halo brings the world to you.

To learn more about the powerful benefits of Halo Collaboration Studios and how your firm can benefit, please visit www.hp.com/halo/contact_email.html today and connect with a Halo business specialist to schedule a demonstration, receive additional information about Halo or find out how Halo can help transform your business.

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