Competitive Profile
VuLink™ 322 vs.
Sony PCS-1600

Gentner
You're Virtually There℠

*P*ositioned to Win

The VuLink Set-top systems place Gentner Communications squarely at the heart of the latest developments in video conferencing, while offering a unique blend of "appliance" and "PC-centric" technology that addresses diverse needs without sacrificing performance or functionality. On one hand, the VuLink offers the reliability and ease of use of a set-top video appliance, complete with simple dialing capabilities, powerful one-piece remote control unit, flexible remote camera models, and robust network management through its VuConsole remote management software. At the same time, the VuLink provides high performance PC and data conferencing capabilities through the popular Windows CE operating system, along with an integrated Internet Explorer® browser for accessing Web or Microsoft Office content during a call and Microsoft Outlook® integration through its VuMeeting™ software. Truly an advanced, best-of-breed product, the VuLink provides resellers and integrators a new, differentiated opportunity for delivering total solutions to their customers.

Sony's PCS-1600 has a very small form factor and built-in camera tracking, which are just about its only unique features. It costs $200 more than the VuLink for its entry-level 128K model, while charging extra for H.323 video and other options that are standard on the VuLink. Why pay for unnecessary features like a proprietary operating system when the Windows CE-based VuLink can be adapted easily to international or vertical, user-oriented applications with a minimum of effort? For the customer looking for a complete solution at unquestionable value, Gentner's VuLink 322 is the obvious winner.

*S*imilarities

ITU Standards	Connectivity	Audio/Video	Other
• H.320 • H.261 • H.281 FECC (H.320) • Annex D • T.120 • G.711, G.722, G.723, G.728	• Ethernet LAN • ISDN	• 30 fps max frame rate (384K and above versions only) • Acoustic Echo Cancellation • Noise reduction • PTZ Camera included • Remote camera system	• JPEG via browser • Hand held remote • Auto SPID detect • Picture in Picture (PIP) • Dual monitor support • VCR Support

*M*ajor *D*ifferences

Gentner VuLink 322	Capability/Feature	PCS-1600 Series
Windows CE	Operating System	Proprietary
PCMCIA card slots for attaching hard drives or other devices to system PLUS PC functionality working with LAN-based files, 2 RS-232 ports	PC capabilities	1 RS-232 port, no other capabilities
128K H.320, 384K H.323	Transmission Rates	128K H.320, 1.024Mbps H.323 (priced option)
Integrated web browser for slide send; MS Office/web content	Presentations support	No native support available
2	Video inputs	4
Not available	Auto-tracking camera	Yes
VuMeeting option for integration with MS Outlook Express	Scheduling	Not available

Other **U**nique **D**ifferences

Gentner VuLink 322	Capability/Feature	PCS-1600 Series
Not available	Built-in multipoint @ 384K	Priced option
SDK	Developer/integrator support	Not available
Yes	Power Save Mode	Not available
Not available	Audio add-in	Yes
Yes	Automatic gain control	Not available
Yes	Video setting adjustment	Not available

Gentner **V**alue **D**ifference

Gentner VuLink 322	Capability/Feature	PCS-1600 Series
$4,799 MSRP	Base System @ 128Kbps	$4,995 MSRP
$399	Integrated scheduling via VuMeeting	Not available
$249	Network management	Expensive option per unit monitored
$5,447 (single worldwide price with no international markup)	Total Value Difference	**$4,995 + NETWORK MANAGEMENT SOFTWARE, intl. markups**

SALES TIPS

"Off-track" Camera Tracking--Considering that the PCS-1600 is designed for small conference rooms, its built-in camera tracking feature is a little used feature. Because it is motion-sensitive, not audio-sensitive, it easily gets activated if someone stands up to exit or cross a room. Built-in camera tracking was a "gimmick" that was popular a few years ago but that has not stood the test of time.

Multiway Capability--Sony offers a built-in multiway capability that requires an additional 2-BRI board and H.323 Multipoint Software. This *proprietary* capability does not work with non-Sony systems. Service providers and customer-owned multipoint control units satisfy the need for multipoint calls ad hoc or scheduled. And how often can one be certain that a multipoint call will be limited to only four sites?

Lack of Presentation Support-- Sony focuses on audio and video only, to the detriment of presentation and collaboration capabilities. Without an SDK, without a web browser or html image share, without support for MS Office applications, and without Outlook integration, one can see why the Sony set-top products fail to meet the latest requirements for best-of-breed video conferencing systems. Take one look at the price for capabilities that come standard on the VuLink line and it's obvious that there's a Gentner Value Difference.