



Industry

Media/Entertainment

Daily Use

- Corporate communications
- Workgroup collaboration
- Collaborative product development

Solution

- Polycom® HDX™ 8000 and 9000 telepresence solutions
- Polycom® RMX 1000® real-time media conferencing platform
- Polycom® VSX® video conferencing systems

Results and Benefits

- Major cost savings every month due to reduced need for executive travels
- More frequent face-to-face interaction among workgroups resulting in improved creative collaboration
- Less travel required, leading to improved quality of life

Atari “Green Lights” Polycom HD Telepresence

Atari, Inc. is a global producer, publisher and distributor of interactive entertainment software for all market segments and all interactive game platforms. The company's extensive catalog of popular games is based on original franchises, publishing properties, international licenses, and classic games covering the entire history of the video game industry including Pong®, Missile Command® and Asteroids®.

Atari holds frequent “green light” meetings where decisions about video game development are made. The company was looking for ways to improve the efficiency and effectiveness of these lengthy meetings that connect executives and staff from all over the world.

Roland Lesterlin, an Atari product development manager whose team was tasked with finding a solution explains. “It's vital to get all of the executives together in one location to make sure the whole company is on the same page. But in an international company that can be a challenge. In the end, a technical solution proved to be a very effective solution.”

Improved quality, enhanced interaction

The Atari IT team was asked to improve the quality of the interactions and presentations during the green light meetings, but to do so in a cost-effective manner. Atari had been using standard definition video conferencing systems from Polycom to reduce the travel required for green light meetings and realized that a move to the company's HD telepresence solutions would be ideal for facilitating life-like communications.

Atari holds approximately 24 green light meetings every year, each lasting about three hours. “Presentations during the meetings can include demonstrations of games, viewing of HD-quality images, videos, and reviews of builds that are going through the alpha and beta stages,” explains Atari IT Manager Arnaldo Espinal.

“One selling point of video games is the visual quality, especially with HD becoming ubiquitous in the home,” says Lesterlin. “Being able to present these games in high definition during the green light meetings is an important part of accurately assessing whether or not it is a game to move forward with.”

Seeing Results

The addition of Polycom HD telepresence solutions to the green light meetings is producing positive results throughout the company. In travel costs alone, Atari has realized significant savings by holding the meetings over video.

Lesterlin also reports benefits in creative collaboration. “We have producers in locations around the world working with our developers, and these people are integral to the creative process. Video conferencing allows a virtual in-person communication that is necessary for any creative development. As we use the systems more and more on a daily basis, it improves the quality of our creativity.”

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“We’ve been looking into audio conference calls using the Polycom RMX instead of our current system. This will help us realize a significant cost savings for the company.”

Arnaldo Espinal, IT Manager, Atari

In the video game industry, many executives are relatively young and often starting families, and the prolonged separation of travel exacted a toll. “Everyone wants to spend more time with their families,” Lesterlin comments. “Quality of life has absolutely been improved by our use of video conferencing.”

Video Gains Traction throughout the Company

As people continue to realize the advantages of the technology, video usage is expanding beyond just the green light meetings. Instead of phone conferences between offices, people are using video to give live presentations.

“Using video instead of just having a phone conference makes it a more intimate experience and brings us closer together as a company,” says Lesterlin.

Lesterlin also reports that user reaction to the HD systems has been overwhelmingly positive. “As we’ve rolled out our Polycom HD telepresence solution, users have been very impressed with the ease of use and the video quality. There is real value in seeing realtime facial reactions of their colleagues.”

From an environmental impact perspective, the HD systems are not only keeping up to 15 employees from getting on a plane per green light meeting, they are also helping the company cut down on waste during the meetings.

“Presentations are so clear and easily seen over the HD video, each site no longer has to print multiple copies of the presentation, which added up to thousands of pieces of paper per meeting,” says Espinal.

A Strong Partnership

“Atari is excited about its partnership with Polycom,” says Lesterlin. “It’s something we want to carry on in the future and we believe Atari is benefitting greatly from its relationship with Polycom.”

In addition to its network of standard definition Polycom video solutions, Atari has deployed Polycom’s HDX 9000 telepresence units at sites in New York, London and Lyon, France as well as the HDX 8000 in Paris. A Polycom RMX 1000 real-time media conferencing platform enables multisite conferences for Atari.

Past positive experiences working with Polycom and its innovative approach to HD conferencing sold the Atari IT team on the Polycom HDX telepresence solutions.

Espinal cites ease of use, high-quality video across multiple site, and portability as stand-out features of the technology. In addition, the ability to leverage the Polycom RMX 1000 for audio conferencing is of great interest to Espinal. “We’ve been looking into audio conference calls using the Polycom RMX instead of our current system. This will help us realize a significant cost savings for the company.”

The Next Steps

Moving forward, Atari will continue using Polycom HDX telepresence solutions to facilitate its green light meetings. And as more people in the company start to realize the potential of video, Lesterlin sees it being used for individual presentations, marketing communications, and sales team communication.

“We’ll start using the video systems to facilitate any situation that requires both a presentation and voice,” says Lesterlin. “Sitting at a desk on a phone conference, you don’t have the same interaction and the same response time as you do when you can actually see your client or colleague.”

Atari is also planning to leverage its Polycom RMX 1000 to address network usage issues. “All media companies are seeing the amount of information being transferred rapidly increasing,” adds Lesterlin. “We’re looking at the [Polycom] RMX to streamline technology and provide a more unified communications platform by integrating our VoIP deployment.”

About Polycom

Polycom is the global leader in standards-based unified communications (UC) solutions for telepresence, video, and voice powered by the Polycom® RealPresence™ Platform. The RealPresence Platform interoperates with the broadest range of business, mobile, and social applications and devices. More than 400,000 organizations trust Polycom solutions to collaborate and meet face-to-face from any location for more productive and effective engagement with colleagues, partners, customers, and prospects. Polycom, together with its broad partner ecosystem, provides customers with the best TCO, scalability, and security—on-premises, hosted, or cloud delivered.

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