

# People On Content™

## Bringing Content to life in video conferencing

### What is People On Content?

Available as an option on Polycom HDX solutions, People On Content is an engaging and high impact way to share multiple types of content during a video conference. People On Content uses chroma key technology (similar to what you see when watching your local TV weatherman) to allow the presenter(s) in a video call to become one with their content.

### What are the benefits of People On Content?

People On Content has many benefits both to the presenter and the audience

#### Benefits for Presenter:

- Actively engage the remote and local participants by interacting with objects/content on screen; increase the audience's retention and comprehension
- Creatively combine multiple types of media, images and music into any presentation
- Instantly be anywhere, any time – go “on location”
- Easy to set up and operate (see set up instructions below)
- No calling restrictions; use People On Content in a variety of calls – recorded, multipoint, point-to-point, etc – at any bandwidth (128Kbps to 4Mbps)

#### Benefits for Audience

- Presentations become much more enjoyable and interesting
- Nothing needs to be done to view People On Content – just connect the video call (IP or ISDN)
- See both the presenter and the content on a single display; there is no need to decide where to focus your attention
- Any standards-based video conferencing system can receive a People On Content presentation (H.239 is not needed)

### Examples of how People On Content is used today:

- Doctor places an x-ray or MRI on a document camera (or uses an image on his/her PC) , pointing out areas of concern or interest during remote consultation
- Sales manager displays a live motion clip showing the sales team where the top performers will be sent on a company-paid trip
- Art history teacher steps into a piece of art behind them to instruct students on brush strokes, techniques or specific details in the piece of art
- First responders use live footage of a disaster to show the stages of a rescue operation during a multipoint video call with co-workers



People On Content set up is quick and easy:

Required:

- HDX system with camera (EagleEye HD camera is recommended for optimal image)
- People On Content enabled on the HDX system
- Chroma key screen (typically blue or green)
- Lighting for the presenter and for the screen (both need to be well lit for the best picture)

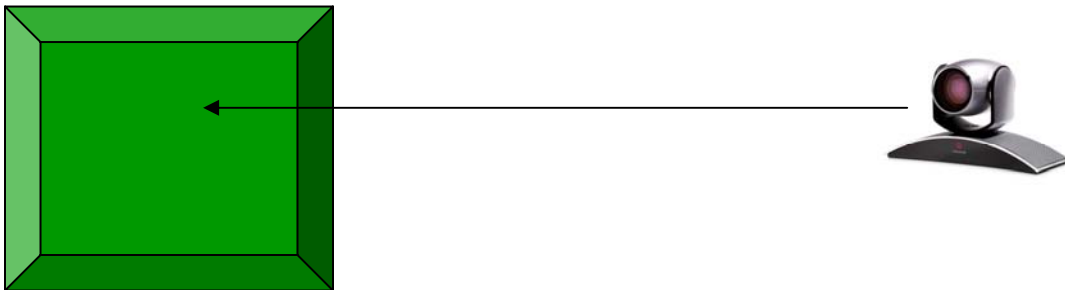
Recommended:

- Confidence monitor connected to monitor output 3 that the presenter can look at to see what their audience is seeing as they are presenting
- Remote control for content input device (PC, document camera, DVD player)

*Once you have all the above elements, configuring your HDX system to show People On Content is easy! Just follow these simple instructions.*

Configuring the HDX system to display People On Content:

1. Point the camera at the chroma screen



2. Using the HDX remote control, go into the system's settings: System / Admin Settings / Cameras / People On Content

(note – if you do not see the “People On Content” option under Cameras, you do not have People On Content enabled on your system.)

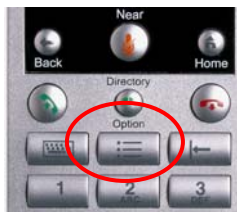
3. Select a camera for your background source (camera 1 is always your foreground). Any camera connected to the HDX can be the background source: PC, document camera, DVD player, etc.
4. Press the “next” arrow button



5. Make sure the EagleEye HD camera is aimed at the green/blue screen and is zoomed in/out so that only the screen is in the camera range.
6. Select “calibrate now”
7. You should now see your content on screen – and you can step in front of your screen and become part of your presentation!
8. These settings will remain (even if you power off the HDX system) until they are changed in system settings

How to activate People On Content during a meeting:

1. Connect the content to be shared (PC, document camera, DVD player, etc.)
2. Press the option key (just below the “mute” key on the HDX remote control)



3. Highlight People On Content and press “select” on the HDX remote control



4. The camera will automatically move to where it was positioned during set up and will automatically put your selected content over the green/blue screen.
5. Step in front of the green/blue screen and start presenting!
6. When the presentation is over, press the option key again, select People On Content to stop sharing content



**Other resources**

Make sure to visit the Polycom website for more information, including video demonstrations, for People On Content and how it can enhance the way you share content during a videoconference

