



Sound Control  
Technologies



Simplifying Connectivity for  
Cisco Collaboration Systems

6<sup>th</sup> November 2025  
Bedfont Lakes, UK

A low-angle, upward-looking photograph of several modern skyscrapers with glass facades, reaching towards a clear blue sky. The perspective creates a sense of height and architectural grandeur. In the top right corner, there is a decorative pattern of overlapping blue circles.

# Welcome

Simplifying Connectivity for Cisco  
Collaboration Systems



Sound Control  
Technologies





# SCT Sound Control Technologies Cisco and Sound Control Technologies



## Cisco + SCT Marketing Assets

- Cisco Playbook
- Design Guides
- App Guides
- Videos
- 3D Drawings
- Brochures
- Presentations



## Technology

- Product Development
- Presale Opportunities
- Service and Support
- Sales Operations (Availability, pricing, etc.)



## Collaborative Code Platform

- Divisible Workspace Blueprint
- Key Terminology/Files
- Line Drawings
- Supported Hardware
- Installation
- User Guide
- Video Tutorials



## Demo / Loaner Gear Program

- Cisco testing equipment loaner program
- Cisco customer demo equipment
- Cisco Experience Center demo equipment



## Cisco Training

- Internal Training
  - Technical Training
  - Sales Training - Cisco Partners Program
- External Training
  - Customer, Cisco Partner Training on SCT



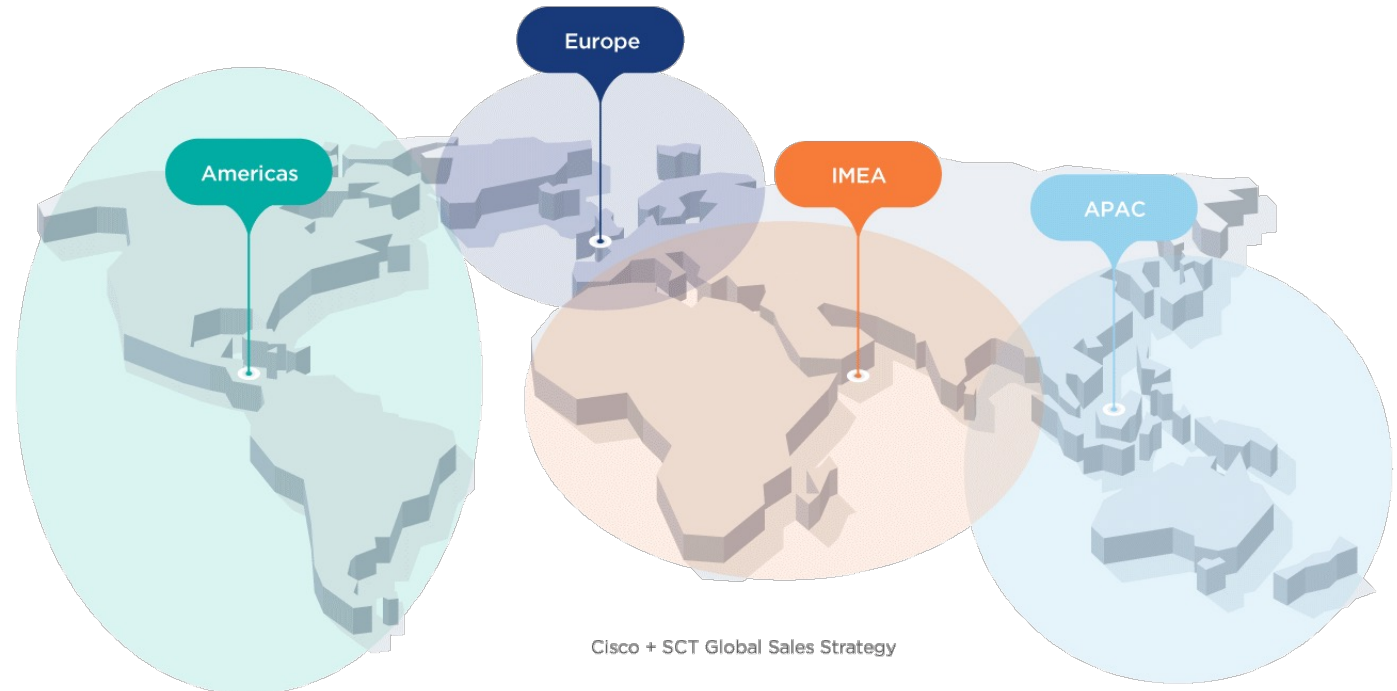
## Webex Spaces

- External Customer-Facing Spaces
  - AV Integrators Discussion with Cisco
  - Ask Sound Control Technologies
- Internal Customer-Facing Spaces
  - Americas (Canada, U.S., LATAM)
  - Europe, UK
  - India, Middle East, Africa
  - APAC, Australia, New Zealand



## Events

- Cisco Events
  - Cisco Live
  - Cisco Connect
  - Cisco Engage Tech Days
- SCT / Cisco Partnership Events
  - UK Cisco Event
  - Potential France Event
- Large Event Partnerships
  - ISE, InfoComm, InfoComm India, etc.
- Scheduled Webinars
  - Cisco partners, customers (Dan, LATAM, Sushant, IMEA)
  - Cisco engineers, sales engineers





# Why SCT



- **Connectivity delivered.** Purpose-built for cameras, codecs, and video bars.
- **Cables included.** All appropriate cables are included for reliable, consistent installs.
- **Power provided.** Most SCT solutions deliver power, signal and control over a single CAT cable up to 100 meters.
- **Plug-and-play.** No custom coding, no added complexity, and no extra costs for developer time.

# Sustainability



**SUSTAINABLE  
FORESTRY  
INITIATIVE®**

## **Better for your business**

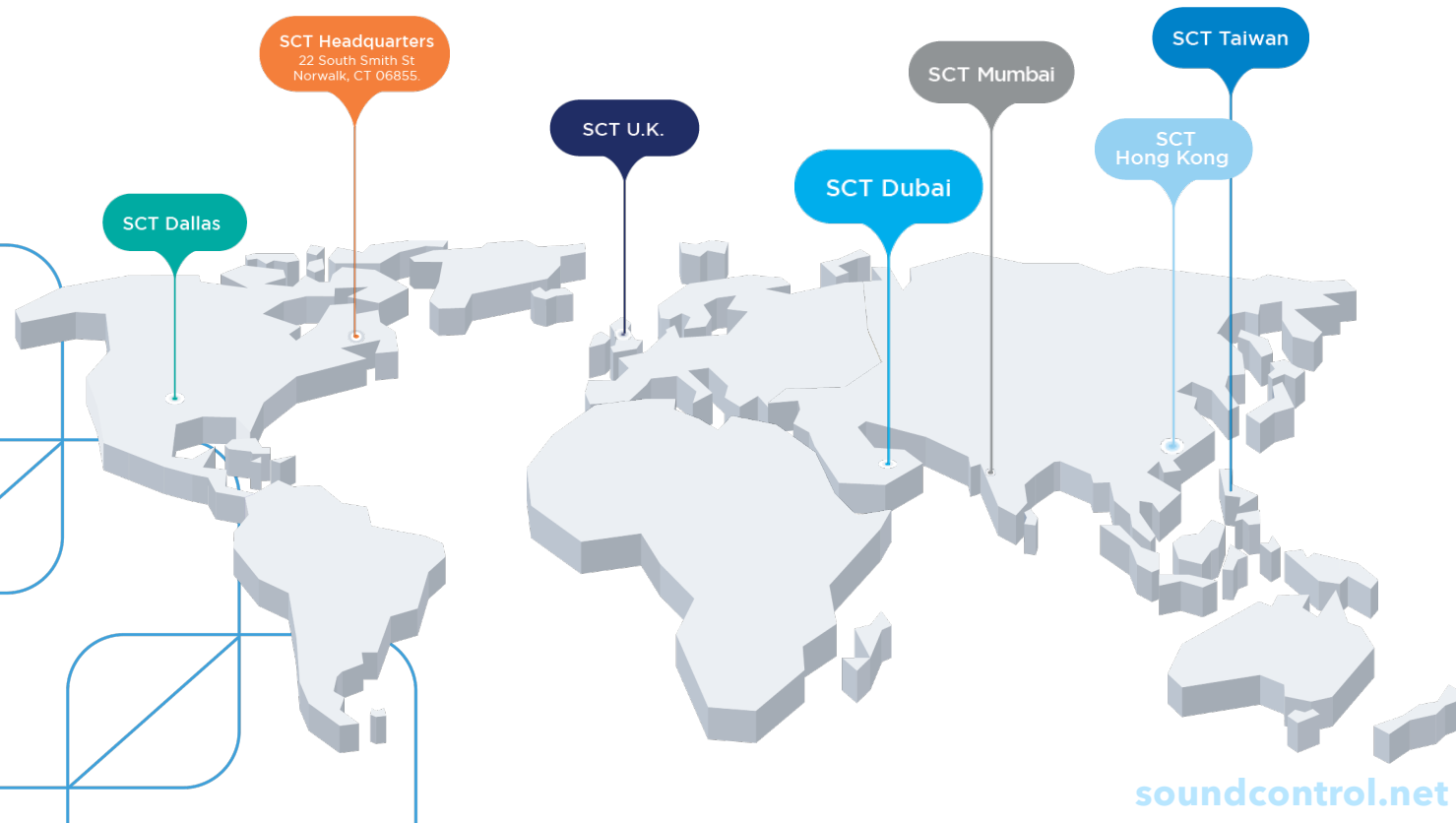
- Get more years from existing equipment
- Reduce buildout cost
- Speed integration
- Reduce waste

## **Better for the planet**

- Eliminate plastic packaging
- Using only certified recyclers
- Reducing our facilities' carbon footprint
- Responsibly sourcing raw materials



# Locations





# Cisco Solution Finder

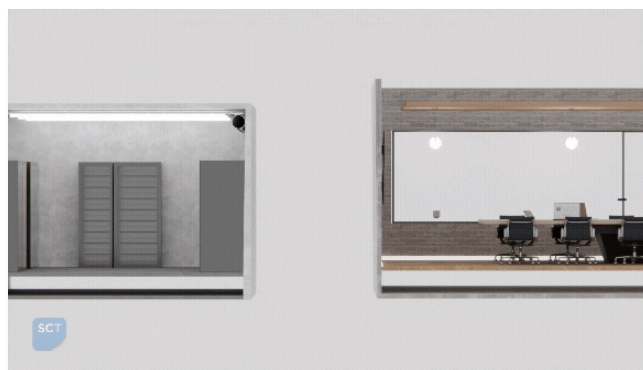


Need to extend a Cisco camera or add table connectivity?  
Our Solution Finder makes it easy to identify the right extension kits, mounts,  
and accessories tailored to your space.



[soundcontrol.net](https://soundcontrol.net)

# Animations



See how SCT solutions integrate with Cisco environments to streamline connectivity and unlock new possibilities for modern meeting spaces. Scan the QR code to watch the animated playlist on YouTube.



# Product Update

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- **Video Bar and Camera Extension**
- **Table Extension/Integration**
- **USB Interfaces**
- **Accessories**





# Single-Cable Extension

100 METRES



## Video Bar Extension



## Camera Extension



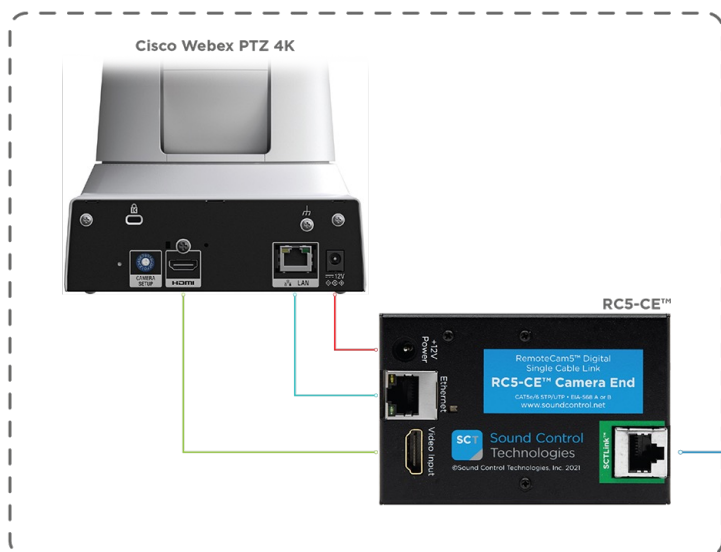
## Table/Extension Integration



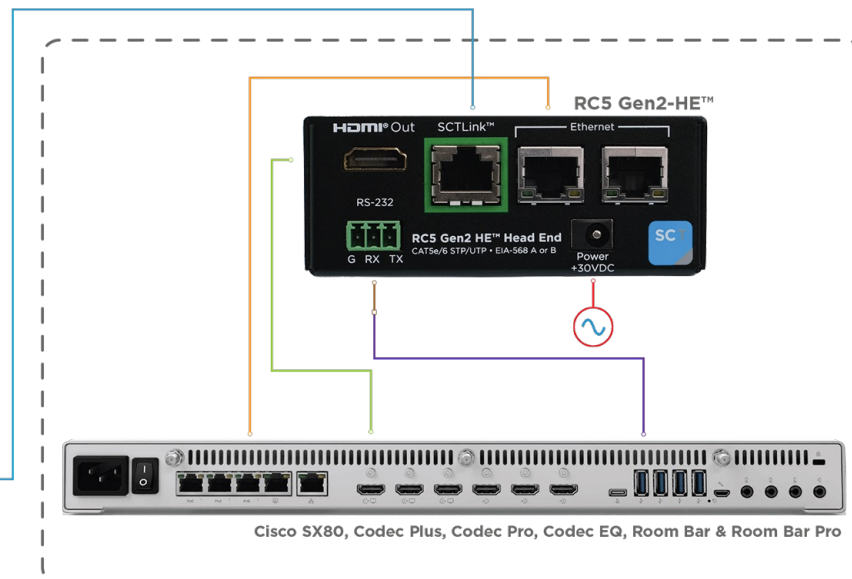
[soundcontrol.net](http://soundcontrol.net)

# Camera Extension

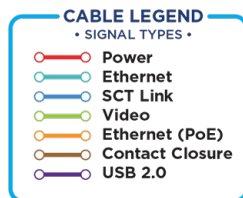




Camera | Display Location



Rack Location



- Video Format: HDMI, up to 4K@30 with HDCP support up to V2.2
- Ethernet streaming video supported on 10/100 capable devices
- RS-232 port automatically sends status and diagnostic data to Cisco codecs

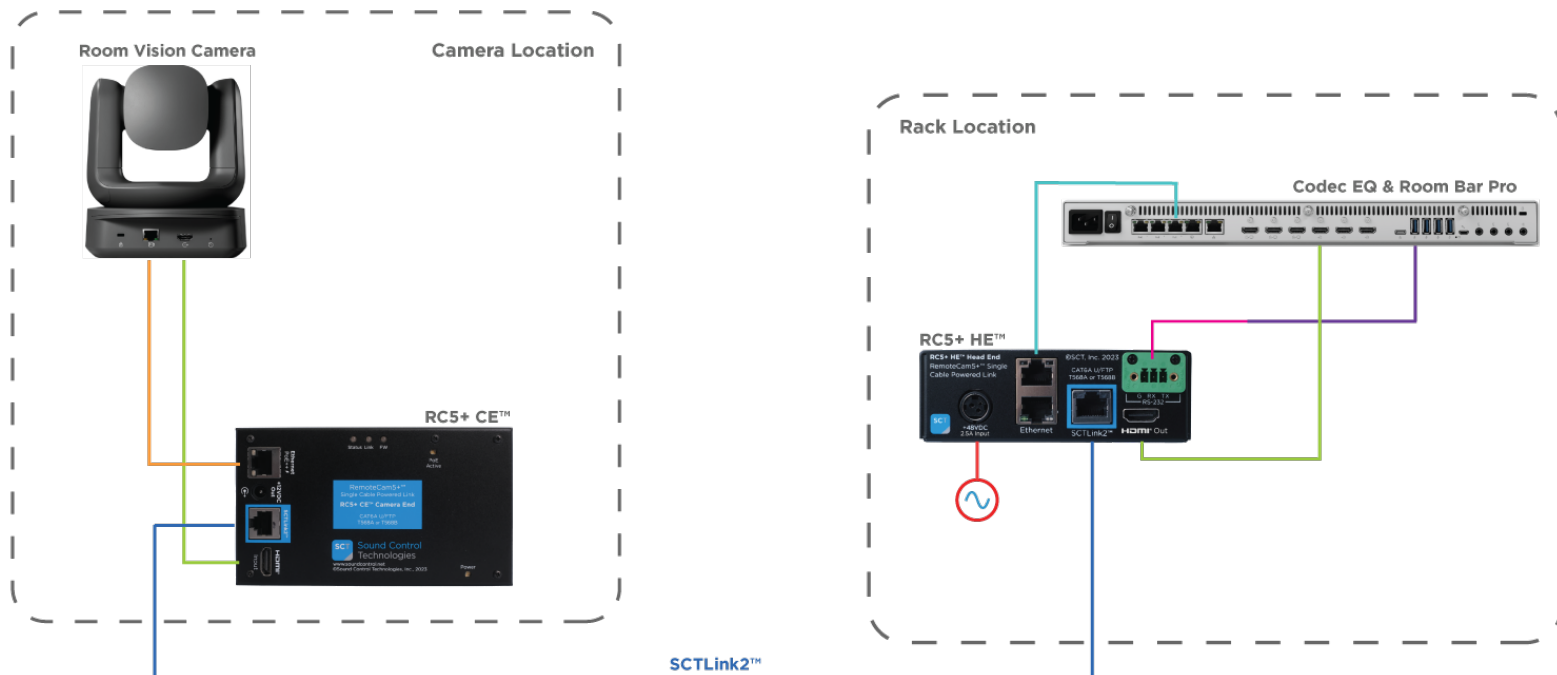






## Sound Control Technologies

### Extend Cisco Room Vision Beyond 30 Metres with Control Hub Integration



- Extend beyond 30 metres - 100 metres
- Add up to 3 cameras at 4K30 to the Codec EQ (only 1 camera supported at 4K30, For more than 1, all cameras drop to 1080)
- Supports Room Vision with Codec Pro
- PoE+ powered from RC5+



**CABLE LEGEND**  
• SIGNAL TYPES •

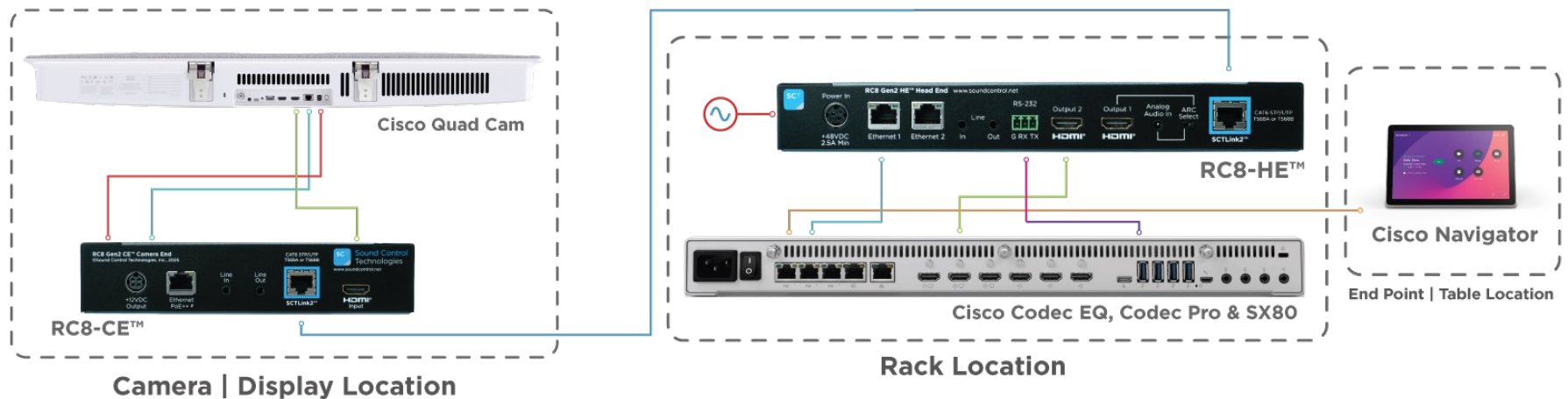
- Power
- SCT Link
- Ethernet (PoE)
- Video
- USB 2.0
- RS-232

**SCT PROVIDES CABLES SPECIFICALLY FOR APPLICATION & DEVICES.**

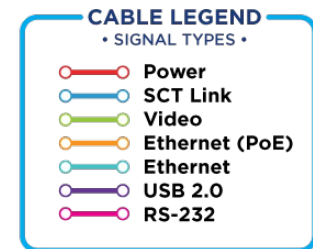


Sound Control  
Technologies

## Quad Camera Power, HDMI, Ethernet Extension

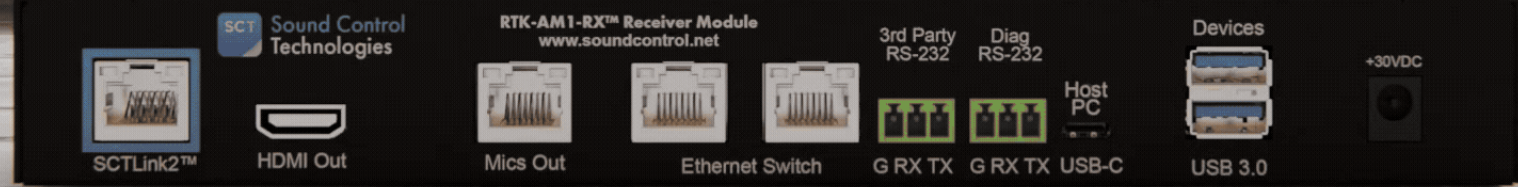


- Video Format: HDMI, up to 1920x1080p@60Hz, 2x dual buffered outputs with HDCP support.
- Dual HDMI Distribution Amplifier on each HDMI channel
- Ethernet controlled PTZ camera support
- Supports the required ARC Audio



soundcontrol.net

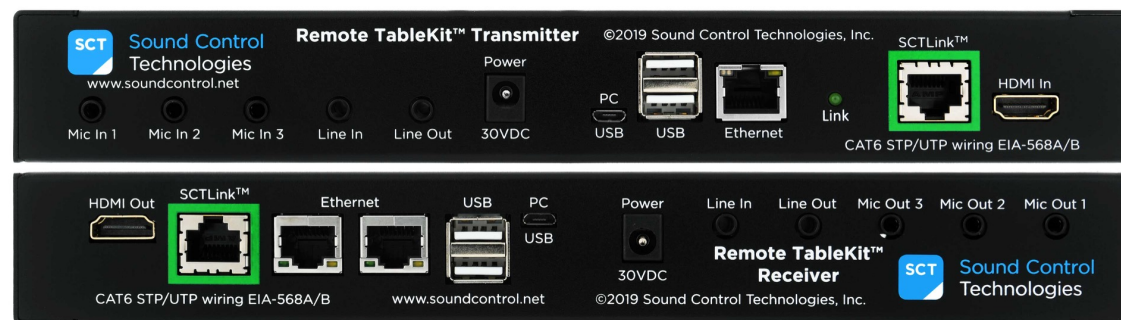
# Table Extension





## RTK-Series - Power/HDMI/Ethernet/USB/Mic BYOM for Code Pro/Codec Plus

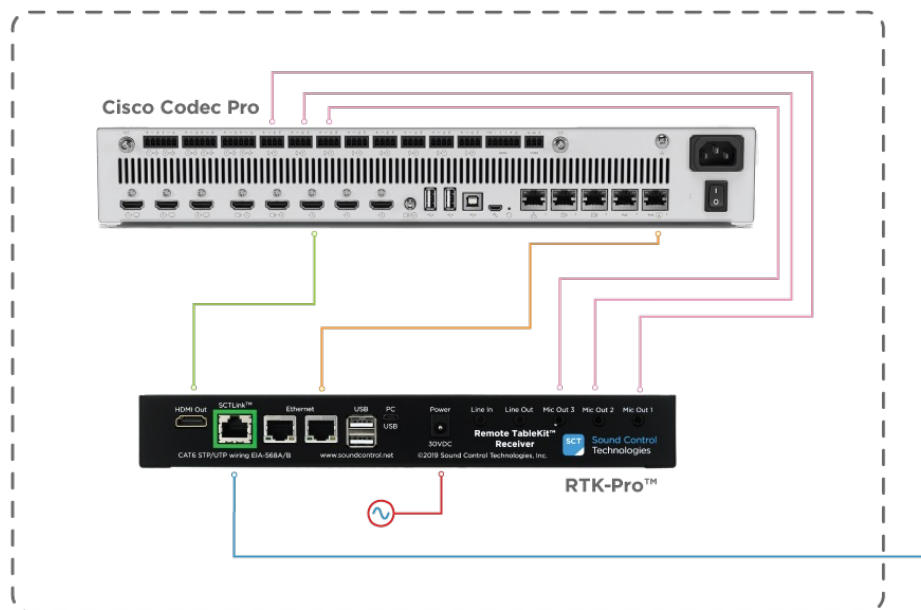
- Extends power, control, USB, audio, video and Ethernet (PoE) over a standard CAT cable up to 100m
- Video Format: HDMI, up to 4K 25/30 4:4:4. HDCP up to v2.2
- Table PoE support for Cisco Touch 10 Controller
- Microphone Support (RTK-Plus): Up to 3 Cisco Microphone 20 or Microphone Table-J Microphones. Cisco Room Kit supports up to 2 microphones
- Microphone Support (RTK-Pro): Up to 3 Cisco Microphone 60 or Microphone Table-E microphones.



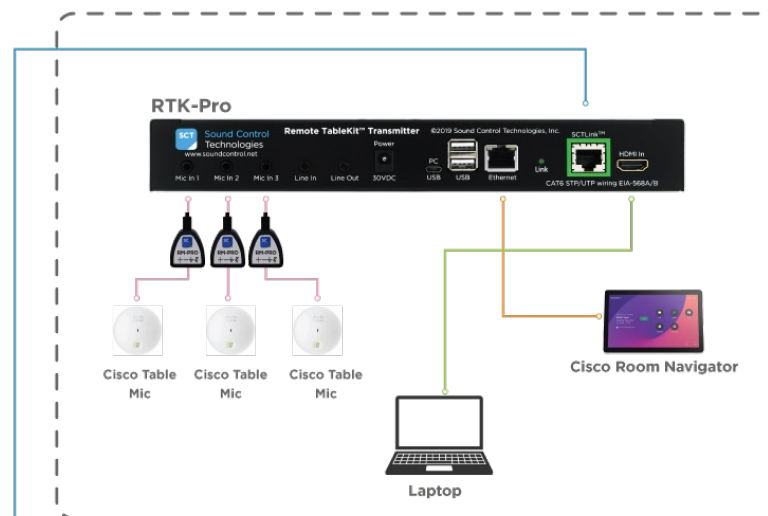


Sound Control Technologies

## Cisco Codec Pro with Table Extension/Integration



Codec Location

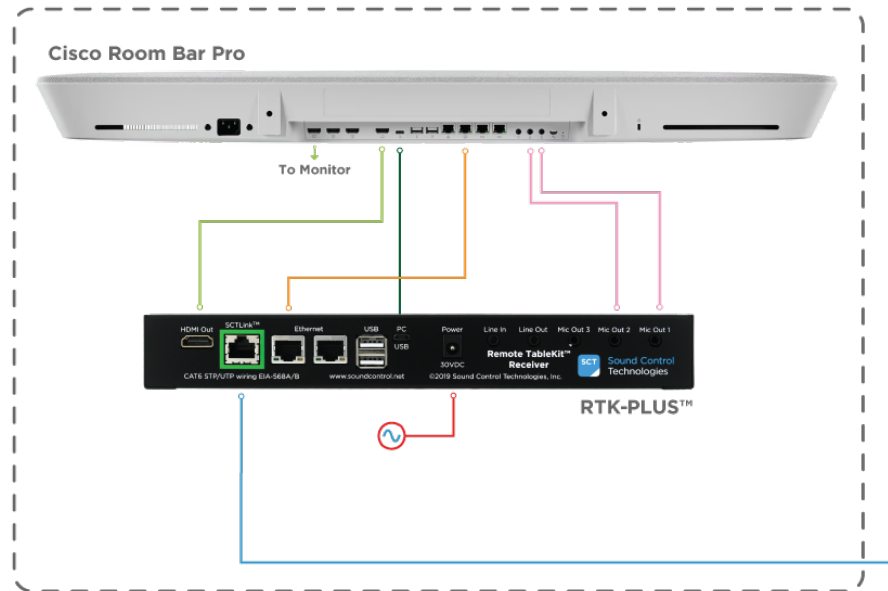


End Point | Table Location

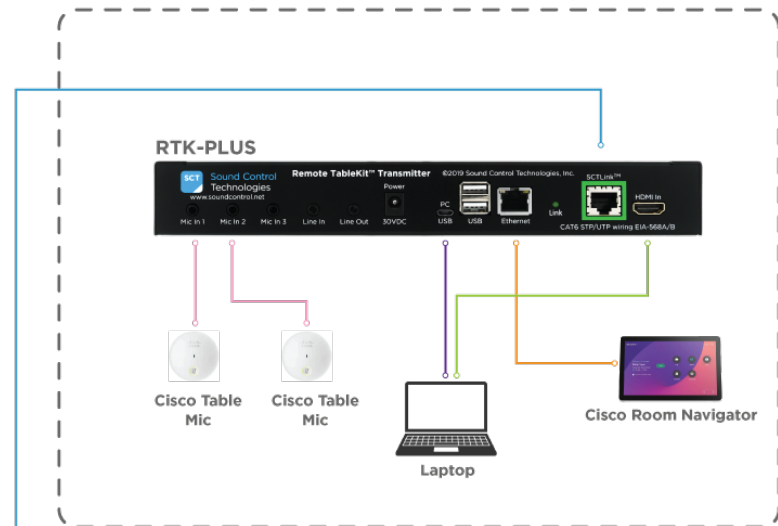
### CABLE LEGEND • SIGNAL TYPES •

- Power
- Audio
- SCT Link
- Video
- Ethernet (PoE)
- USB 2.0





Front of Room



End Point | Table Location

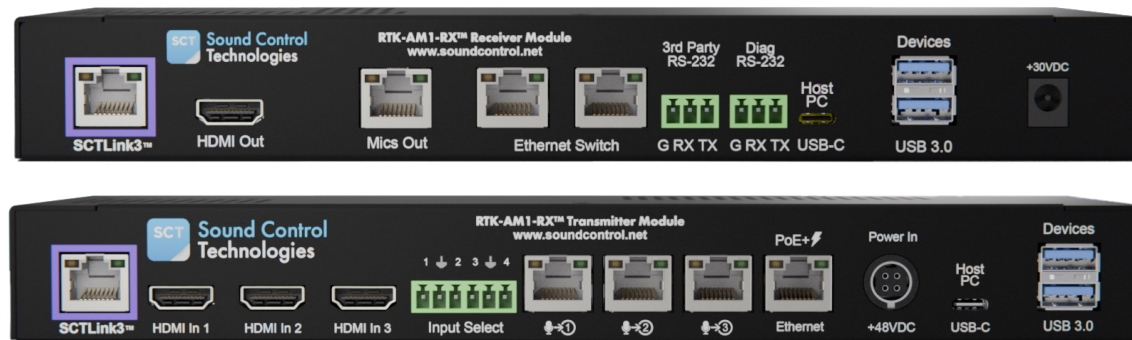
**CABLE LEGEND**  
• SIGNAL TYPES •

- Power
- Audio
- SCT Link
- Video
- Ethernet (PoE)
- USB 2.0



## RTK-AM1 - Power/HDMI/Ethernet/USB/Mic BYOM Table Extension Kit

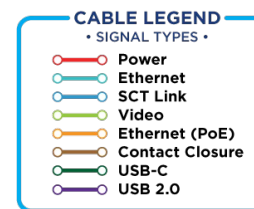
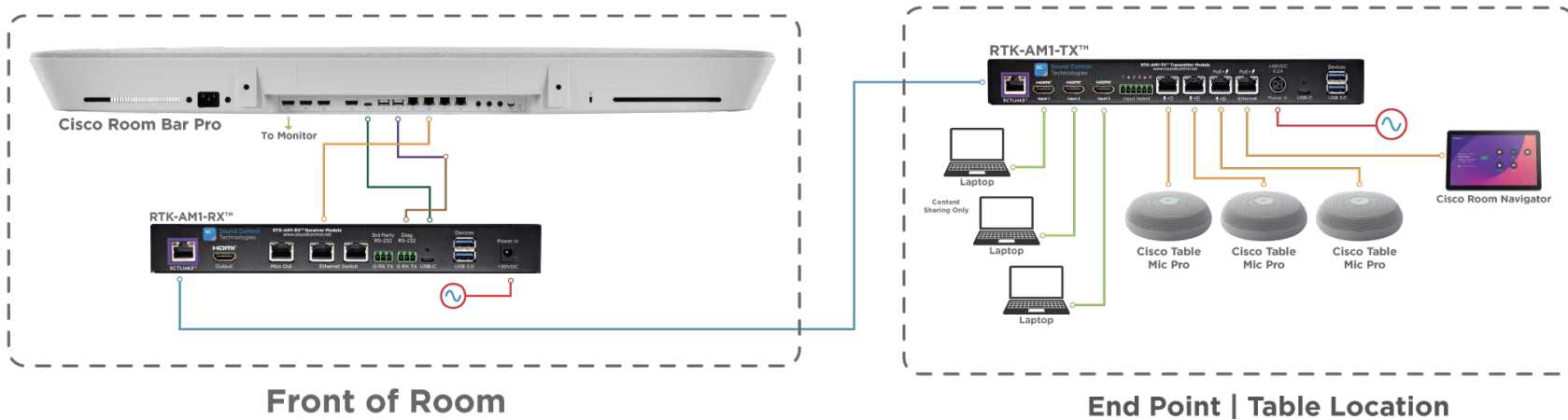
- Supports one BYOM/BYOD laptop, up to three content-sharing laptops
- Supports up to four IP devices - three Cisco Pro microphones and one Room Navigator
- Fully-Functioned USB-C (DP Alt Mode) USB 2.0 tabletop connection
- Delivers up to 60W power to BYOM (USB-C) laptop
- Integrated 4x1 video switch supporting up to 4K60 4:4:4





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## Cisco Room Bar Pro with BYOM Extension/Integration



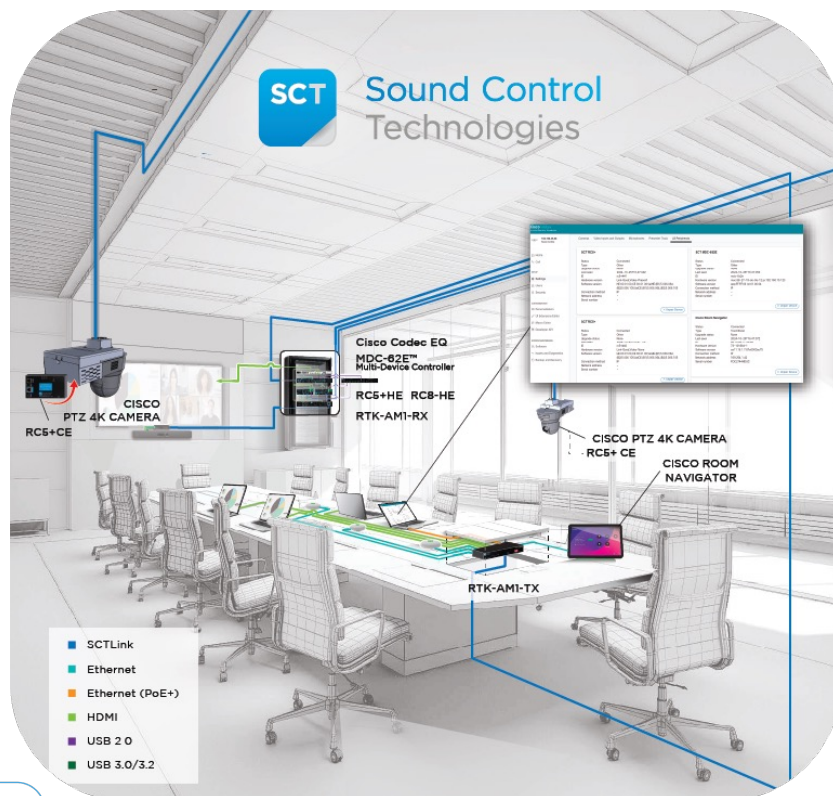
soundcontrol.net

# Cisco Navigator Control



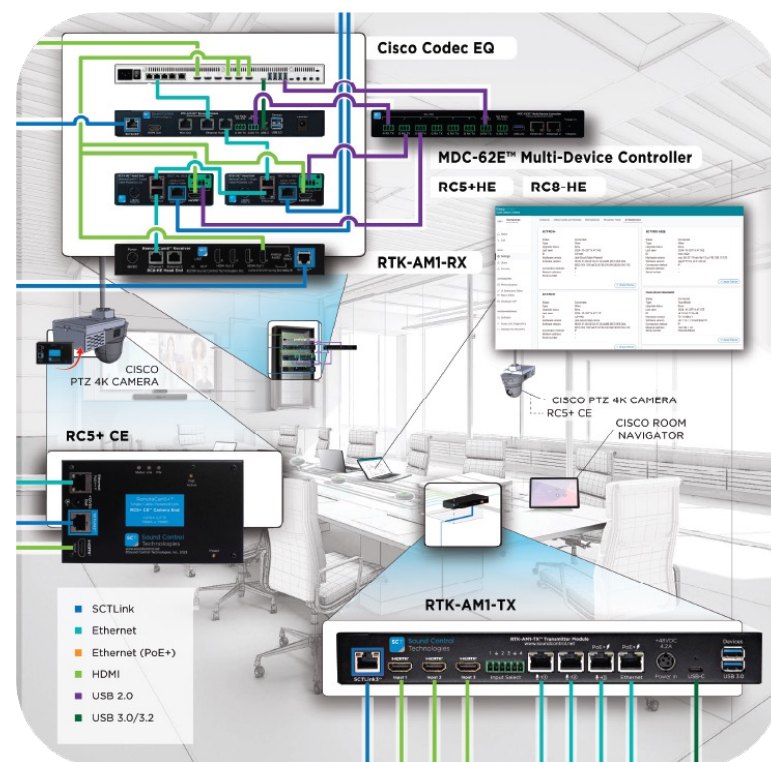


# Unlock the Full Potential of the Cross-View Experience



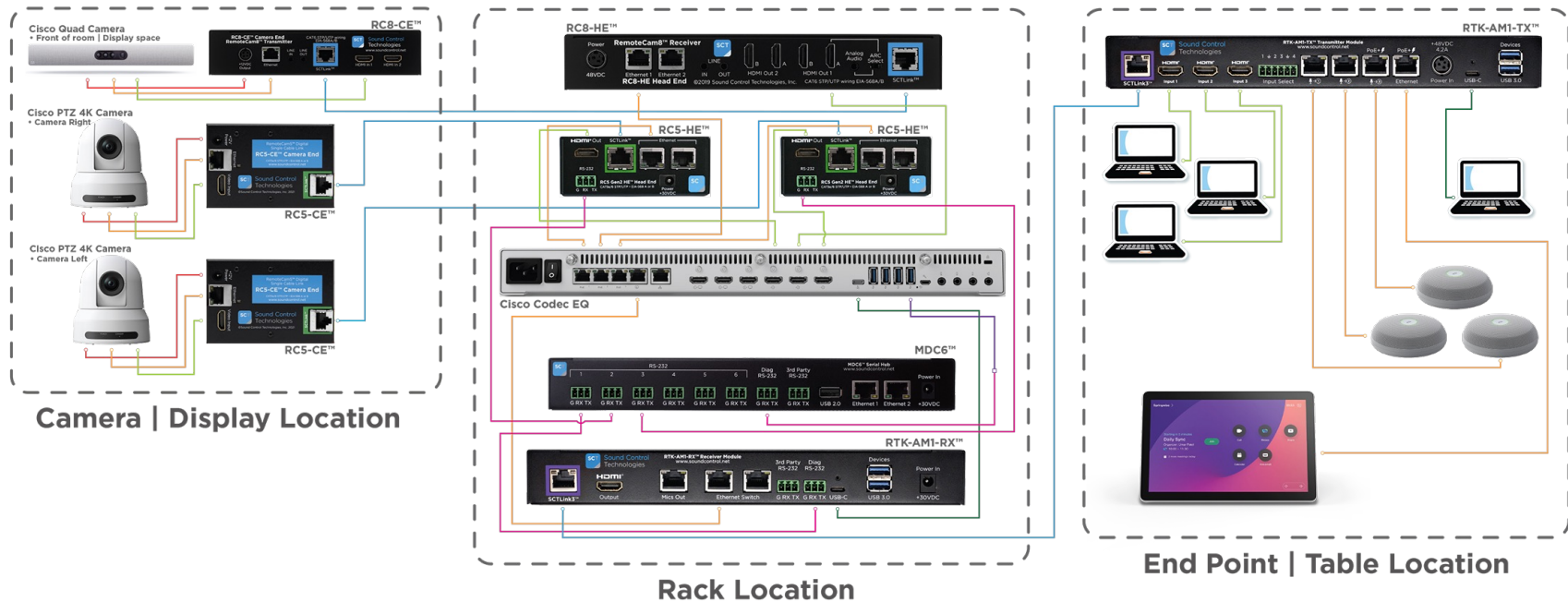
Cisco's new cross-view setup uses AI-directed switching to deliver the best view of participants from multiple angles, providing a high-quality, immersive video conferencing experience. RoomOS's integration of multi-camera technology and software intelligence ensures everyone feels present in the discussion.

[soundcontrol.net](https://soundcontrol.net)





# Unlock the Full Potential of Cisco's Cross-View Experience



## MDC6 - Serial Hub Multi-Device Controller for Cisco Environments

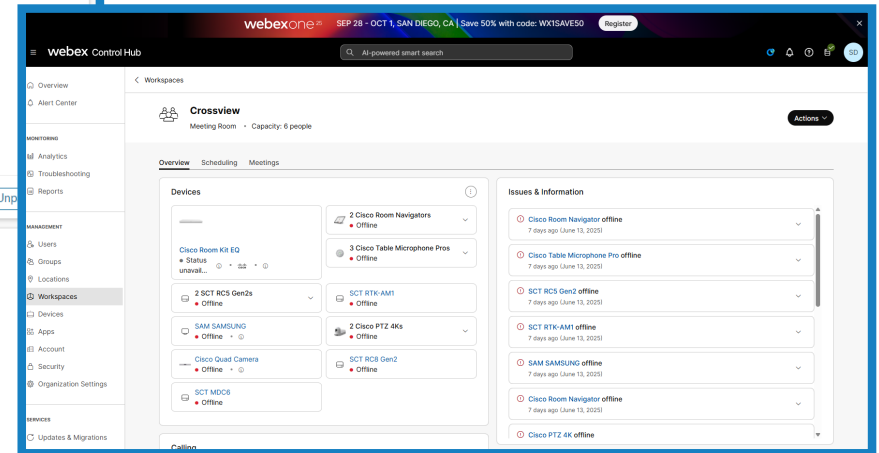
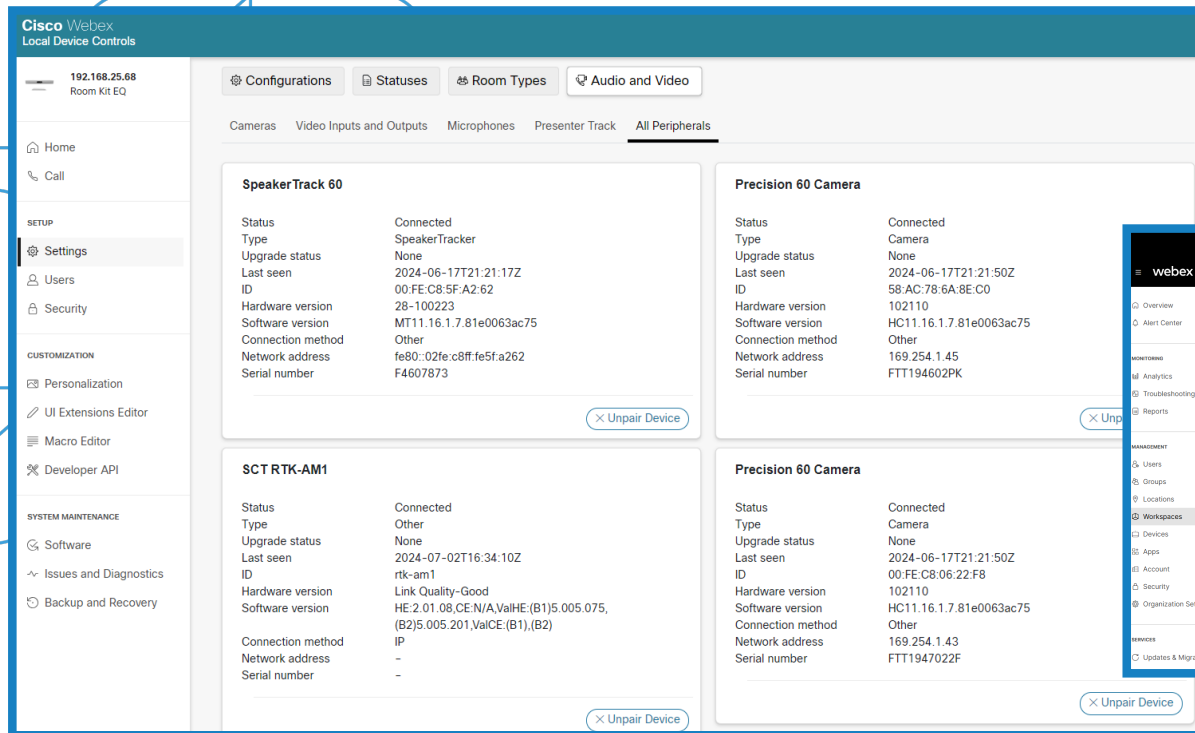
- Multi-Device controller with six RS-232 and two Ethernet ports
- Automatically manages heartbeat and diagnostic data to codecs
- Aggregates communication from multiple SCT devices and translates Into native codec API
- Simplifies management of conference Room Systems

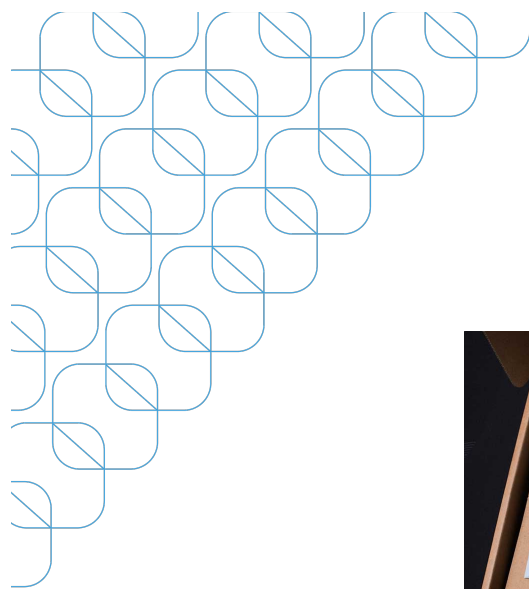


# SCT communicates via USB Serial Link using xAPI xCommands



SCT communicates with the codec via xAPI xCommands over the USB Serial link. Video switching commands provide control from the Cisco Navigator and system heartbeats health updates. By registering SCT devices as 'Control System' type they automatically appear in Control Hub.



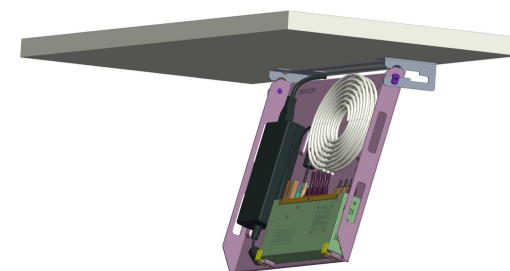


# Cisco Mounts

**Sleek and seamless mounting solutions designed to conceal Cisco camera hardware, SCT modules and third-party electronics.**



- RCP Pole Mounts for PTZ 4K and Quad Cameras
- RC-CUBBY Mount for Quad Cam/Room Bar/Room Bar Pro/PTZ 4K Cameras
- RCM Wall Mount for PTZ 4K/P60/Quad Cameras
- RCR Recessed Wall Mount for PTZ 4K and Quad Cameras
- RCV VESA Mount for PTZ 4K and P60 Cameras
- RCW2 Masonry Wall Mount for PTZ 4K and Quad Cameras
- RWM-CRN1 Replacement Wall Mounting Plate for Cisco Room Navigator
- TS1 Under-Table Mounting Solution

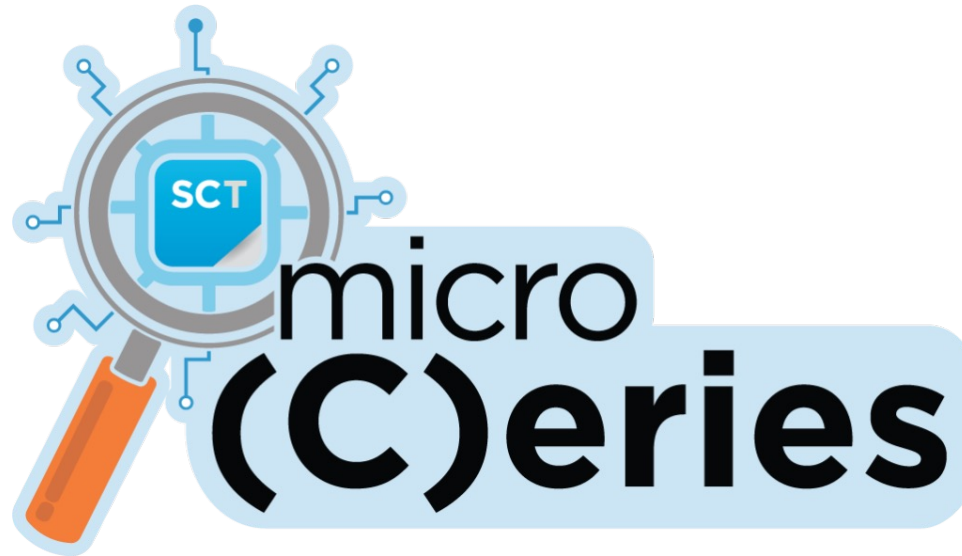




# USB-C Interfaces



## Introducing the Micro(C)eries



**Small footprint. BIG power!**

Modular USB-C solutions that deliver DP Alt Mode, Power Delivery, and USB extension exactly where you need it. From quick tabletop upgrades to full end-to-end connectivity, each solution is built for simplicity, performance, and ready for any room configuration.

# The DP Alt Mode Journey

## (USB-C Single Cable Experiences)

- USB-Type C is a very **useful connector**. Nothing more nothing less.
- USB3.0, USB3.1 and USB3.2 Gen1 are **data transfer protocols**. You may see SuperSpeed, SuperSpeed+ as descriptors.

USB Data Only	USB Power Delivery	USB DisplayLink	USB DP Alt Mode
------------------	-----------------------	--------------------	--------------------

The USB-C Connection.....



# USB 3.2 - Essential Guide to reliable performance over distance



Passive USB 3.2  
1-2 Metres  
£



ACTIVE USB 3.2  
5 Metres  
££



Active OPTICAL USB 3.2  
Up to 50 Metres  
£££

Even these distances can vary depending on the quality of USB Cable. For reliable extension and power delivery use SCT



# Micro(C)eries Products



## **USB-PDI** High Performance Single-Cable USB-C Video/Power Adapter

- Adds Power Delivery (PD) to Laptop Up to 60W
- Content Video Format: DisplayPort 1.4a, HDMI Out 4K@60 4:4:4
- USB Pass-through Support: USB 3.1 Gen 2
- Single USB-C cable BYOD laptop connection with locking USB-C jack



## **USB-PDC** High Performance Single-Cable USB-C Power Injector

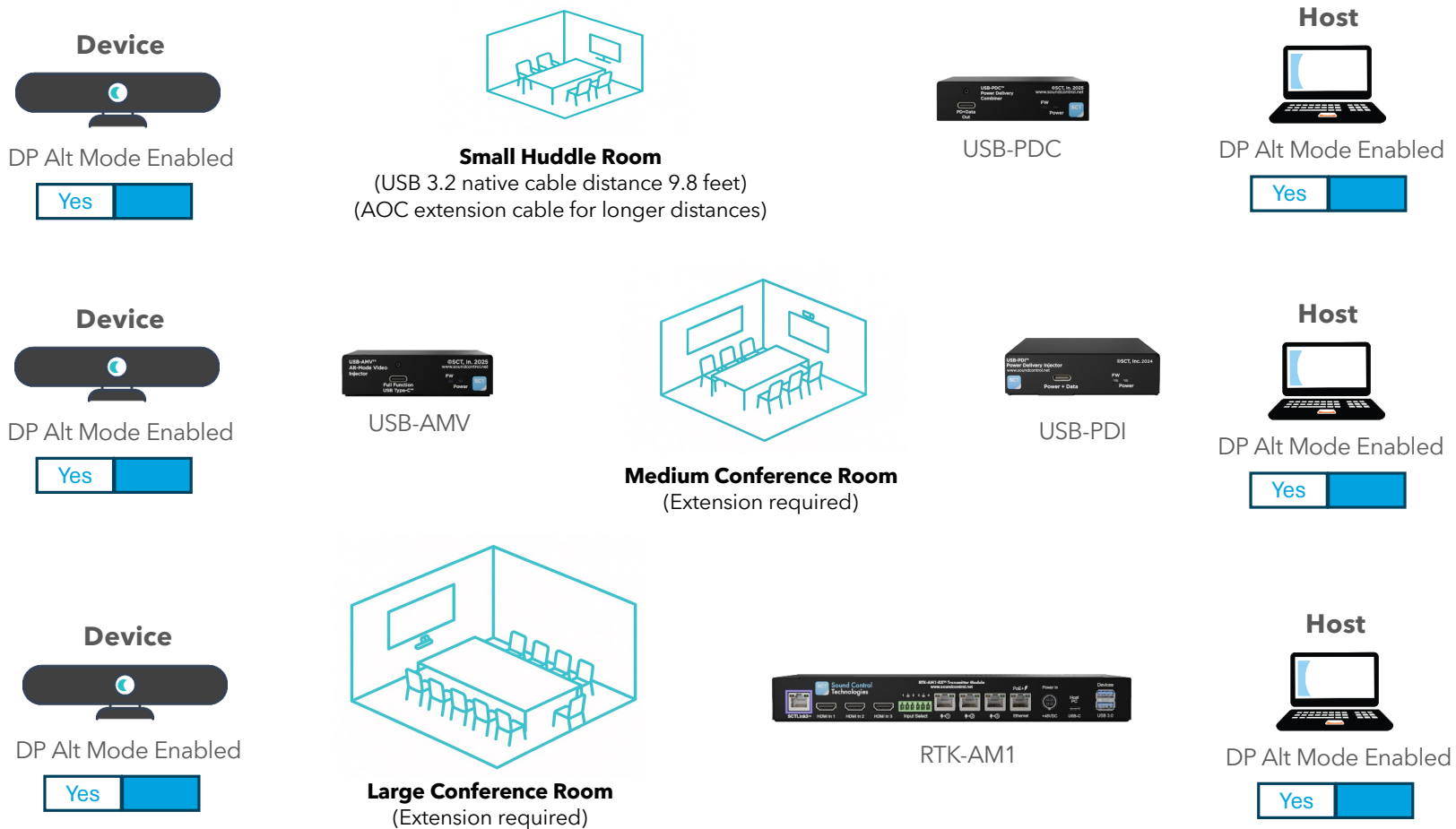
- Single USB-C cable BYOD laptop connection
- Adds Power Delivery (PD) to an Active Optical Cable (AOC) up to 90W
- PD+Data Out USB Type-C: Locking USB-C jack supporting USB Video, audio, power, and DisplayPort Alt-mode video.
- USB Pass-through Support: USB 3.1 Gen 2 (10Gbps)



## **USB-AMV** High Performance DP Alt Mode Video Injector

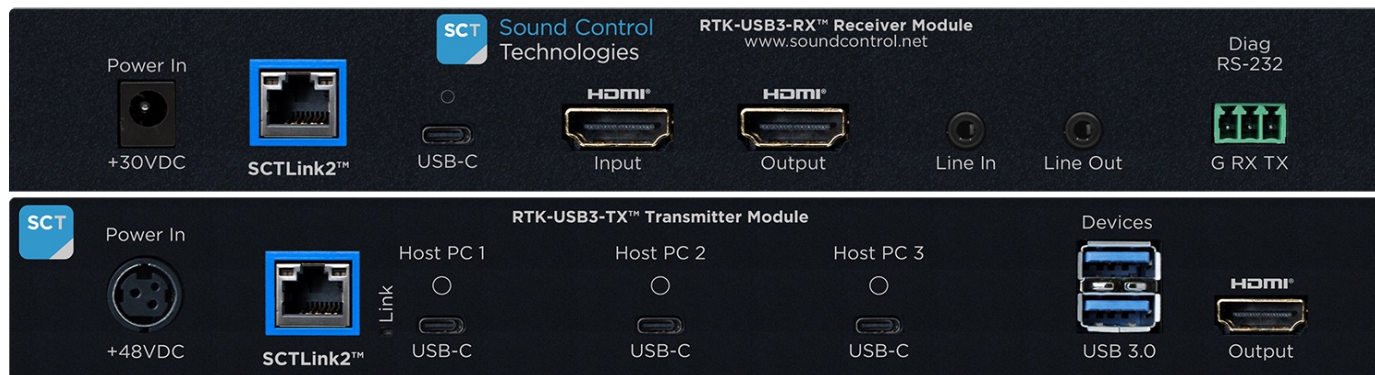
- Merges HDMI and USB into a single USB-C connection to a codec/video bar.
- Frees up codec/video bar HDMI input.
- Passes USB video and bi-directional audio.
- Powered from codec or USB-C power supply.
- Full Function USB Type-C: Locking USB-C jack supporting USB Video, audio, power, and DisplayPort Alt-mode video.

# DP Alt Mode Journey (Both Host and Device)



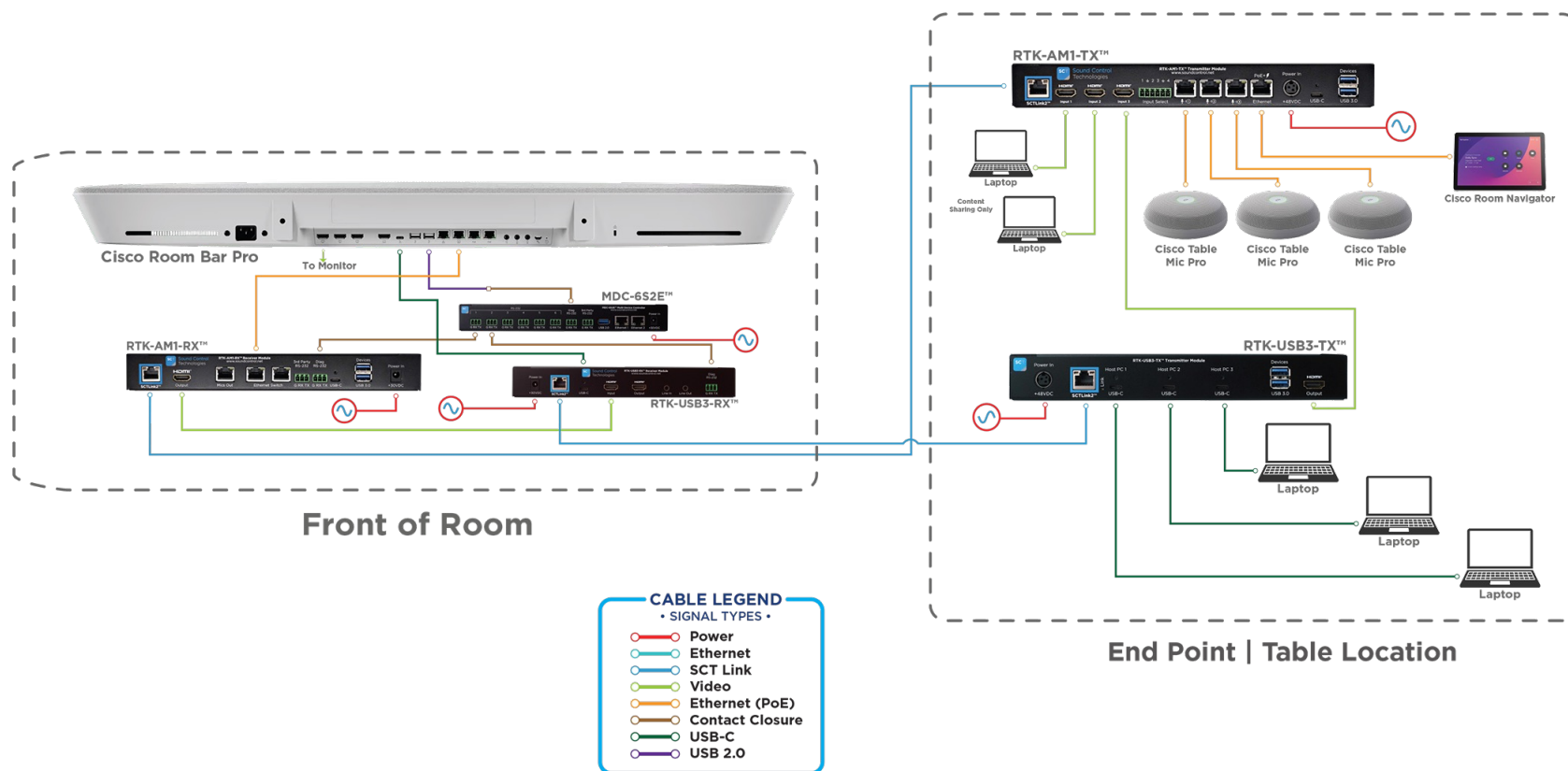
## RTK-USB3 - Integrated 3x1 USB-C DP Alt-Mode Video Switch with HDMI and USB3.1 5Ghz support

- Integrated 3x1 USB-C DP Alt-Mode video switch with HDMI and USB-C support
- Simultaneous 60W power delivery for each attached laptop
- Built-In communications port for codec integration



\*\*New for ISE 2026

[soundcontrol.net](http://soundcontrol.net)

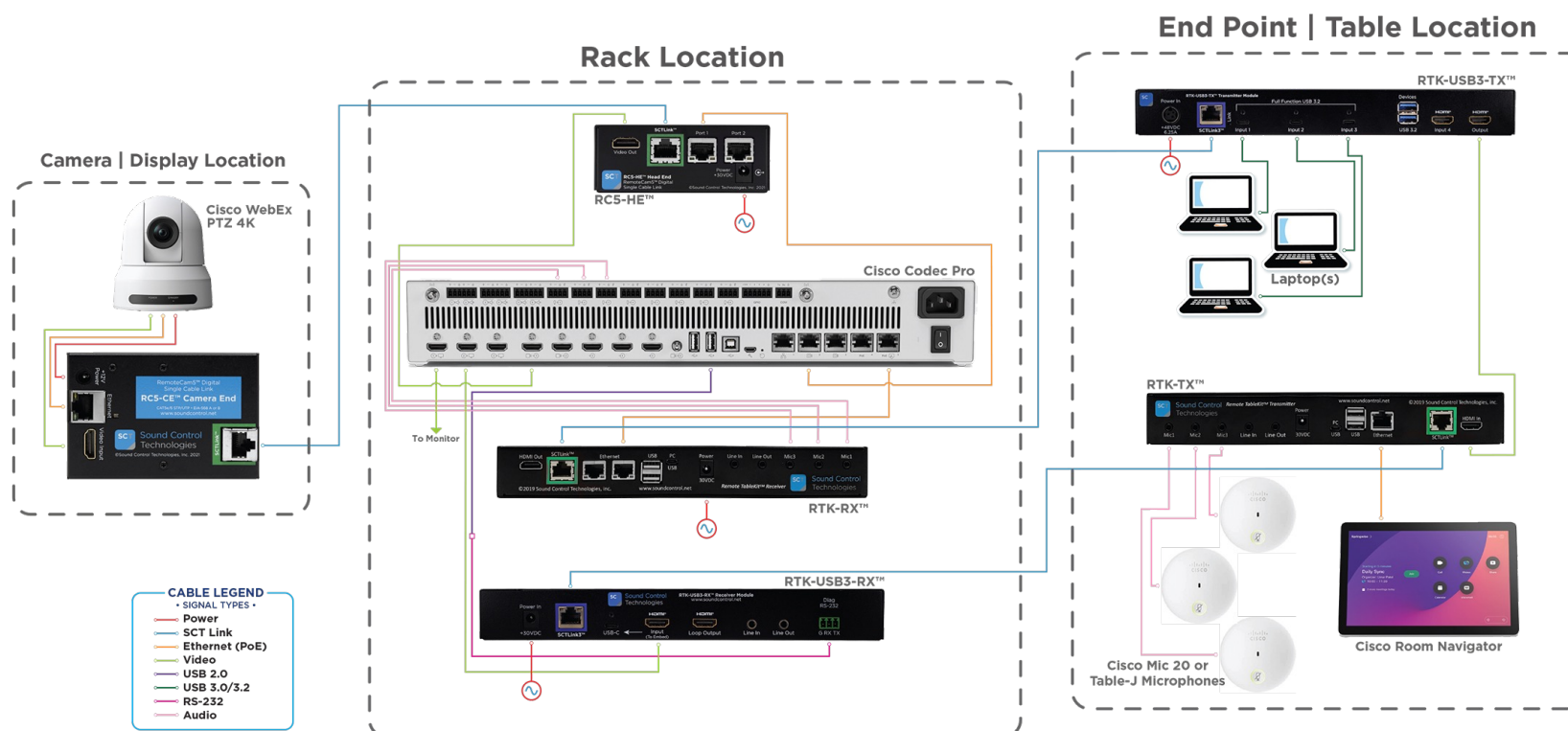






Sound Control  
Technologies

## Add USB-C Switching for BYOM to Your Existing Cisco Room Experience



\*\*New for ISE 2026

soundcontrol.net

The background of the slide is a photograph of the Cisco Centre building, a modern structure with a large glass facade and a curved roof. In the foreground, there is a paved plaza and a grey signpost with the number '11' and the text 'Cisco Fitness Centre'. The Cisco logo is visible on the building's facade. A decorative graphic of blue-outlined circles is in the top right corner.

# Cisco Collaboration Update

Ashish Patel, Cisco

# Future-Proofing Workplaces with Cisco Video Devices, Audio & Video over IP (AVoIP) and Integrated Networking

November 2025

Ashish Patel  
pashish@cisco.com  
Solutions Engineering Leader  
UKI Collaboration



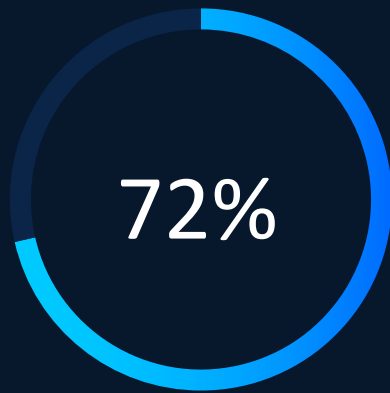
# Agenda

1. Trends in the Market
2. Design the Workspace
3. Deploy the Workspace
4. Deliver the Workspace
5. Key Takeaways & Summary

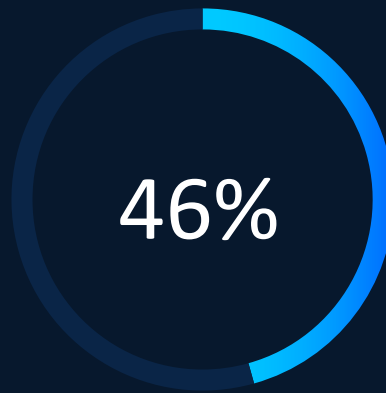


# Trends in the Market

## The New Reality



Companies have office mandates in place



Current hybrid work policies require more time in the office than before



Use smart workplace tech to track utilisation

Source: 2025 Cisco Hybrid Work Study

# Business needs



## Real Estate

Improved ROI on  
Space and Space  
Utilisation

Real-time space  
visibility and insight

RTO: Office worth the  
commute

Reduce energy waste



## Human Resources

People Strategy: Talent  
attraction and retention

Frictionless user  
experiences

Inclusivity, well-being and  
engagement

Ensure strong corporate  
culture



## IT / OT

Visibility everywhere

Automation and Day  
2 support

Broad security attack  
surface protection

Enabling multi-  
platform meetings



## ESG

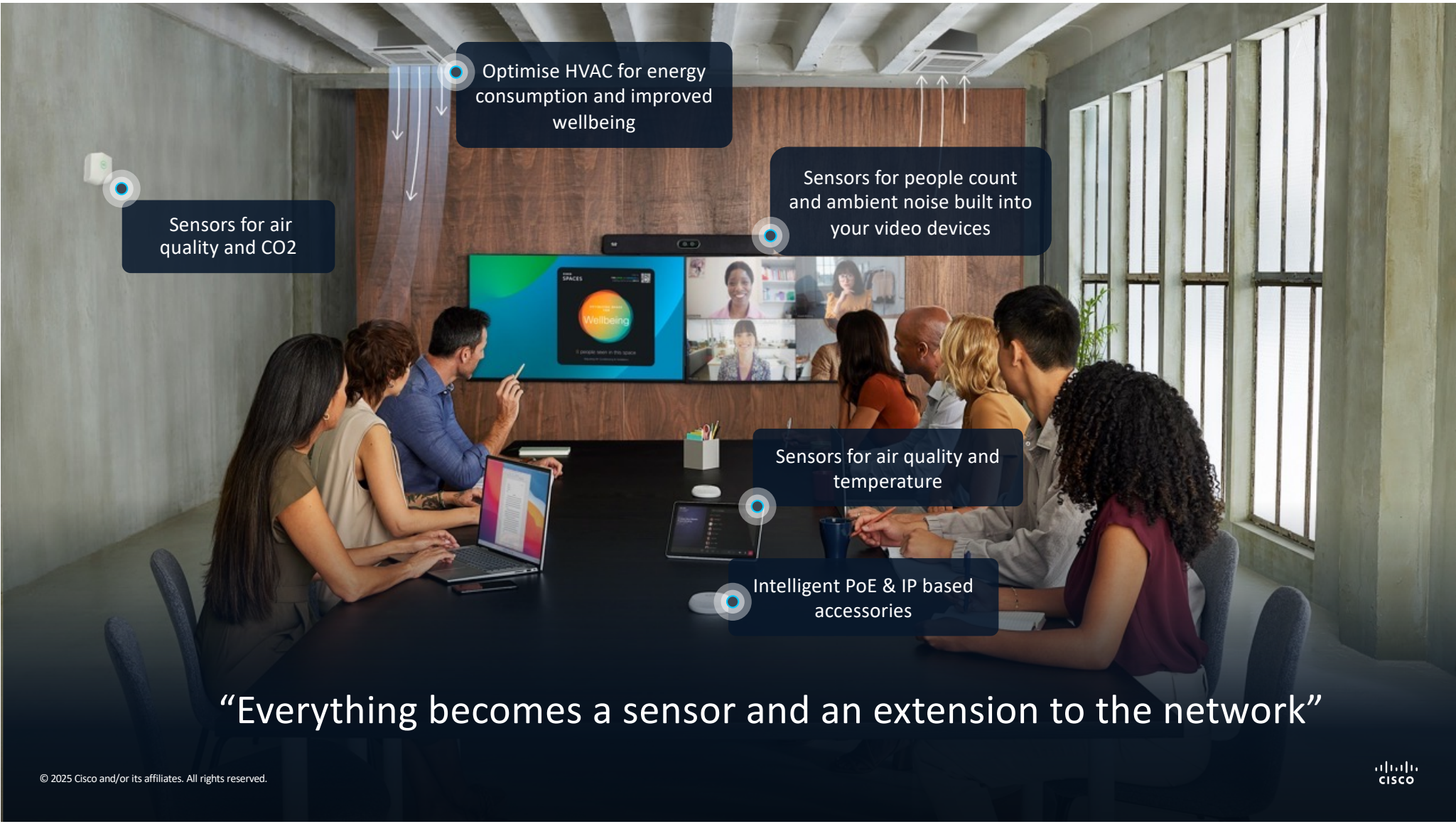
Data for ESG monitoring &  
reporting

Ensure compliance &  
protect corporate  
reputation

Reduce carbon emissions  
& deliver NetZero goals

Minimise energy waste

Need for alignment to meet multiple **interrelated** business imperatives



Sensors for air  
quality and CO2

Optimise HVAC for energy  
consumption and improved  
wellbeing

Sensors for people count  
and ambient noise built into  
your video devices

Sensors for air quality and  
temperature

Intelligent PoE & IP based  
accessories

“Everything becomes a sensor and an extension to the network”



## 2. Design the workspace

# A typical meeting room is complex

Room deployments are  
overly complicated...

Complex to deploy  
Complex to use  
Complex to maintain

PC



Sensors



Digital signal  
processors



Wireless sharing  
kits & dongles



Controllers  
& switchers

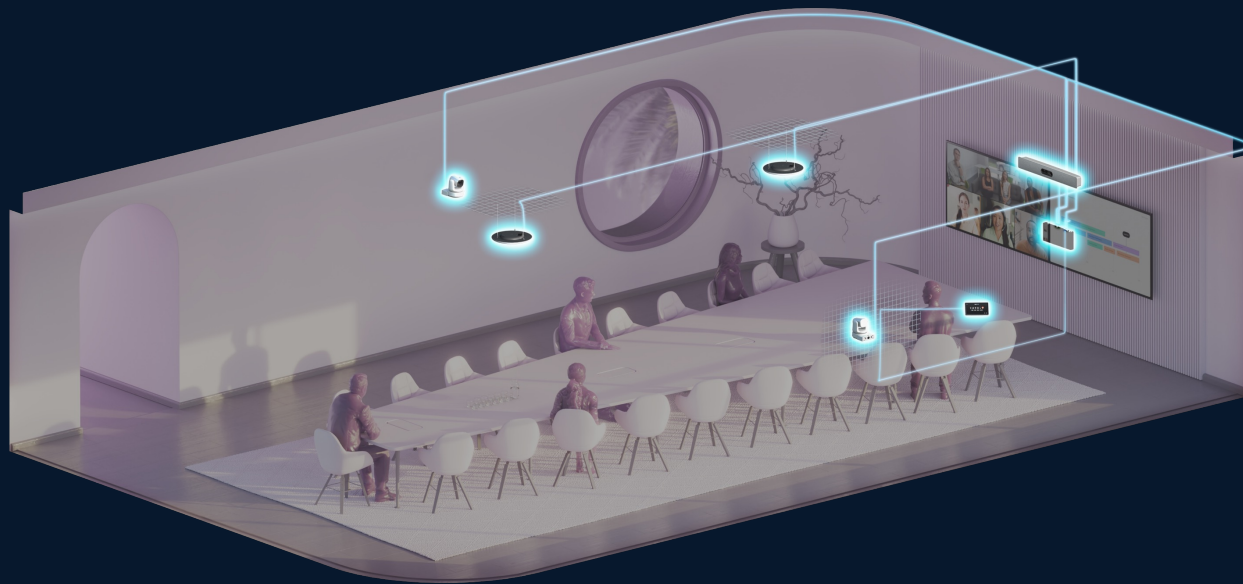


Adapters



# Everything over IP

## Powering the future of room deployments



AI-POWERED EXPERIENCE | SIMPLE AVoIP INSTALLATION | SINGLE MANAGEMENT PLATFORM

# Delivering distance zero experiences

Now working on our 4<sup>th</sup> generation NVIDIA platform\* since partnering in 2015

## RoomOS

AI-enabled software optimized for collaboration use cases



Intelligent, purpose-built cameras, mics, and codecs



Cisco designed compute, based on market leading NVIDIA AI/ML engines

AI at the edge  
Cloud scale AI

## AI Assistant

People Focus, real-time translation, transcription, meeting summaries and more

AI INNOVATION FOR TODAY AND TOMORROW | LONG LASTING SOLUTIONS TO MAXIMISE ROI



# Cisco gives you more flexibility and choice

## Cisco Rooms experience



Full Featured



Enhanced



Guest



or

## Microsoft Teams experience



Full Featured



Enhanced



## Powered by Cisco RoomOS

HI-FIDELITY AUDIO AND VIDEO | AI-POWERED COLLABORATION EXPERIENCES | SMART WORKPLACE INTEGRATIONS | SECURITY AND MANAGEABILITY

# Built on AI-building blocks since 2015



## REDUCE THE IMPACT OF DISTANCE



Head detection and always-on people counting



Frames and people focus camera intelligence



Facial recognition and name labelling



Cross-view multicamera cinematic meetings



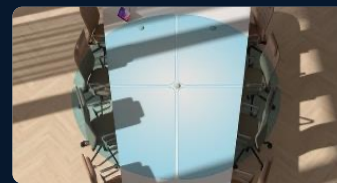
Presenter and audience



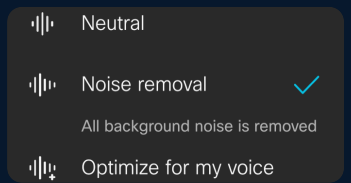
Extended speaker & AI virtual lens



Meeting Zones for open spaces and glass walls



Adaptive, beam forming, microphones



Background noise removal and optimize for my voice

# Intelligent audio coverage in any workspace

## Bring camera tracking to any workspace



EVERYDAY MEETING ROOMS



BOARDROOMS



TRAINING ROOMS



AUDITORIUMS & FLEX  
SPACES

# Simplify your workspace planning

With Cisco Workspace Designer



Simple.

Interactive.

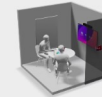
Actionable.

Visit <https://cs.co/wd>

Custom meeting rooms? Visit <https://cs.co/cxp>

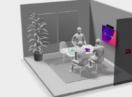
Huddle Room

1-6 人



Small Room

4-6 人



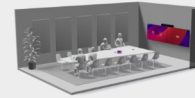
Medium Room

6-10 人



Large Room

11-24 人



Executive Boardroom

11-24 人



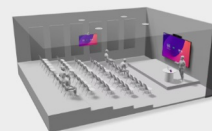
Training Room

10-50 人



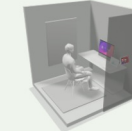
Auditorium

20-150 人



Coming soon  
Personal Desk

1 人





# Quality and longevity is part of our DNA

Protecting your investment

Portfolio refresh:

~6 years

Typical Cisco  
device lifecycle

Cisco EoL policy:

5 years

support minimum AFTER  
end-of-sale reached

Therefore:

10+ years

possible useable  
lifespan



AI horsepower to power user  
requirements today and for 6  
years from now

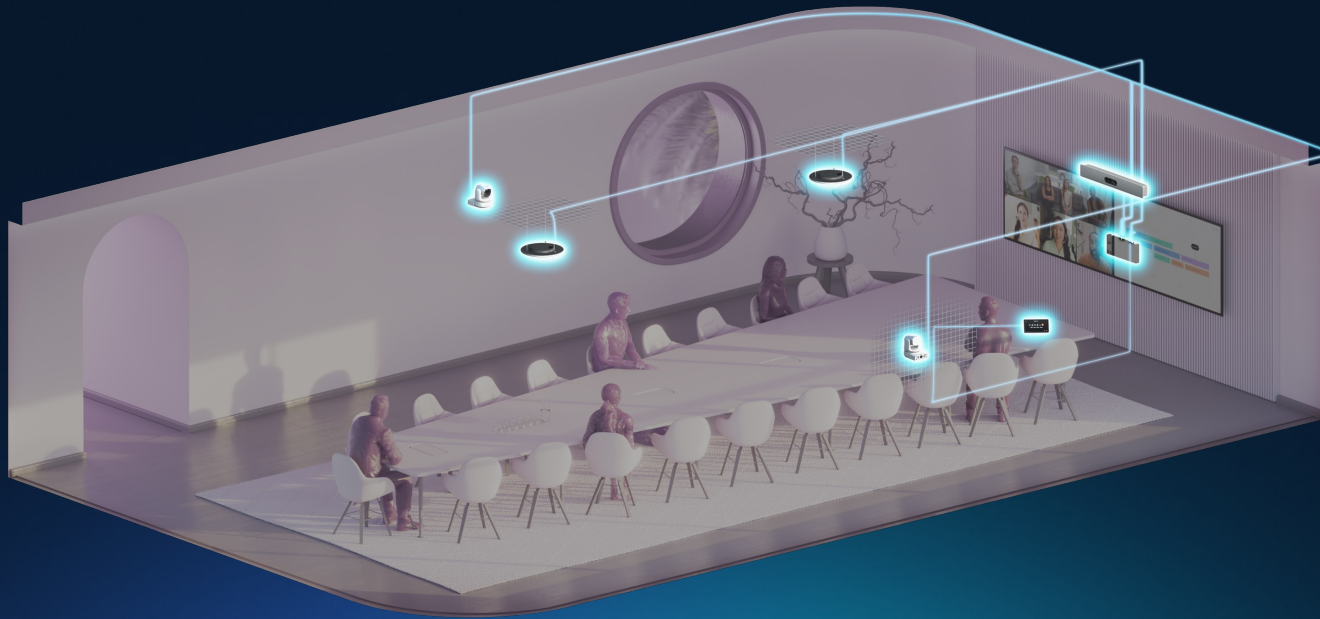


Room Kit EQX - future proofed rooms—  
upgradeable with new codecs and  
cameras in the future

### 3. Deploy the workspace

# Everything over IP

## Powering the future of room deployments



AI-POWERED EXPERIENCE | SIMPLE AVoIP INSTALLATION | SINGLE MANAGEMENT PLATFORM

# Remove the AV clutter

- | No extenders
- | No extra power adapters
- | No extra cabling – Single Ethernet
- | No need to run electrical wiring to the camera





# Ceiling Mic Pro

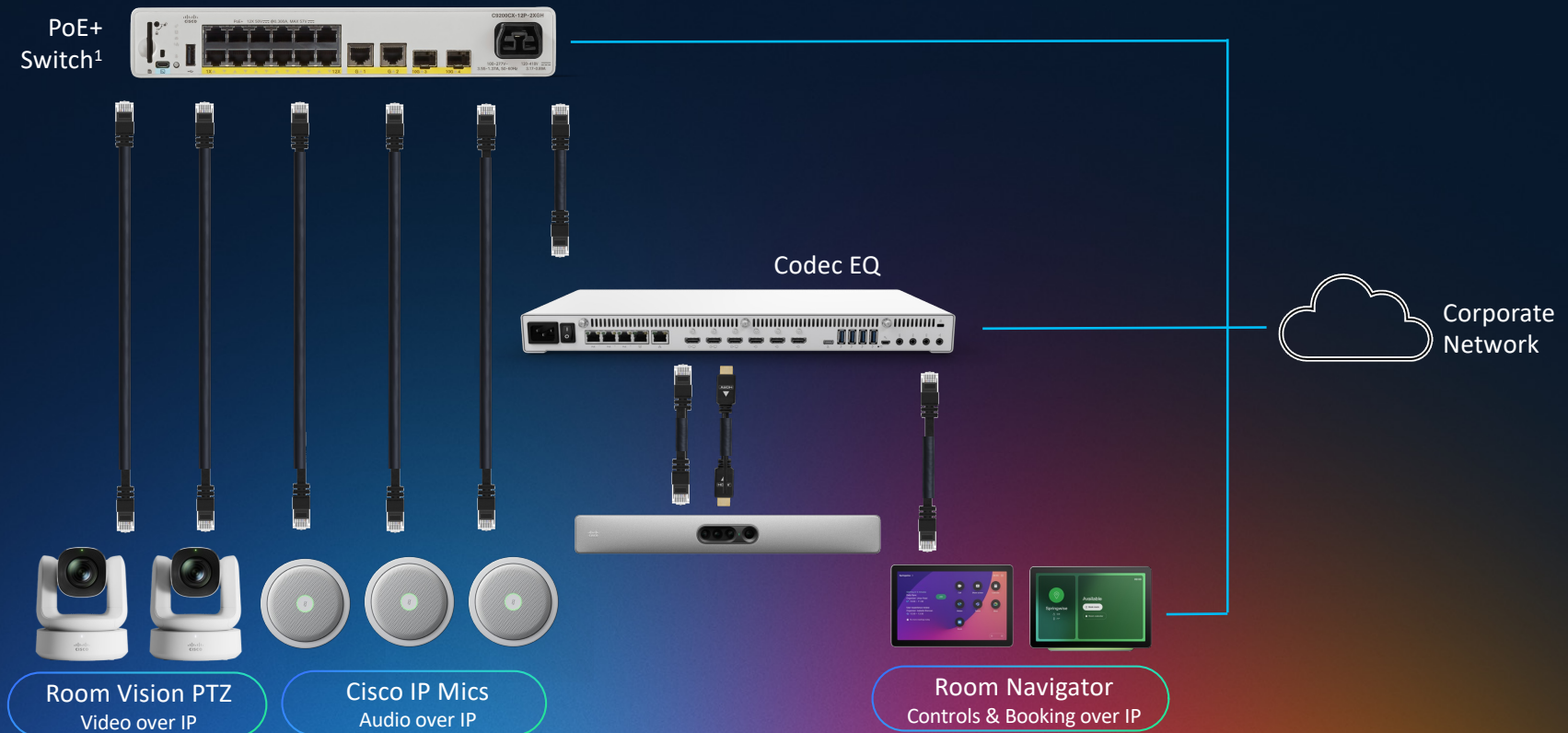
- | Zero-touch auto-positioning, set up in minutes not hour
- | Industry-first adaptive AI microphone
- | Audio intelligence enhances cinematic meetings
- | Single Ethernet cable - Power & Media



# Turn traditional AV approaches...



## ...into AV over IP convenience





# Collaboration devices are an extension of the **network**



Cisco ThousandEyes

Webex Control Hub

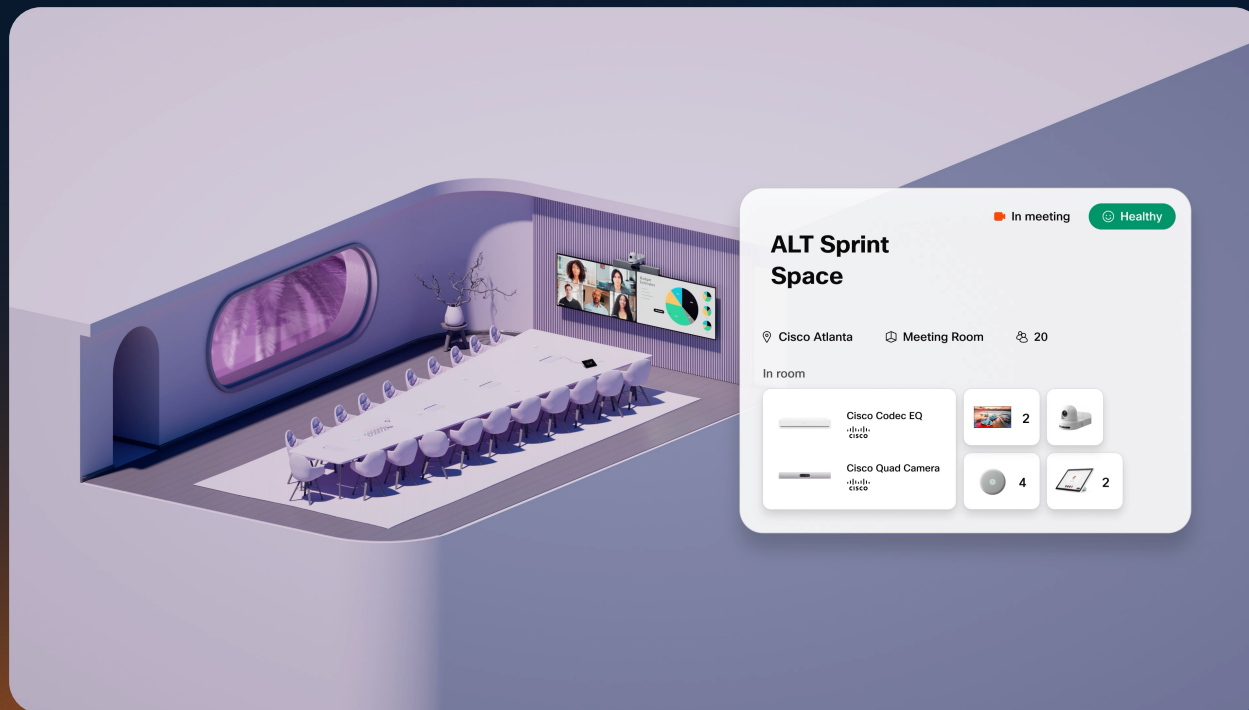
Cisco Spaces



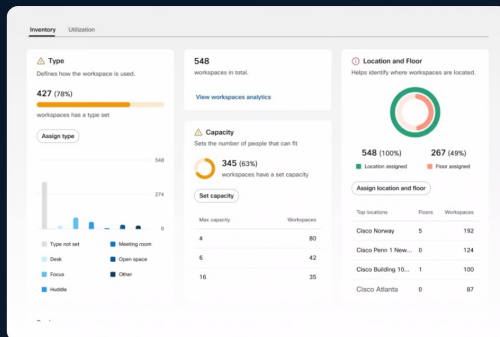
### 3. Deliver the workspace

# Webex Control Hub for Devices

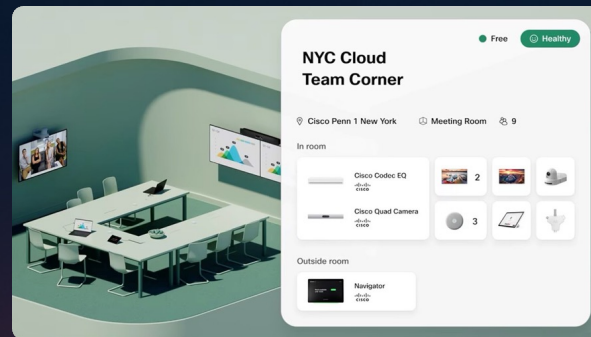
## A one-stop-shop for all your management needs



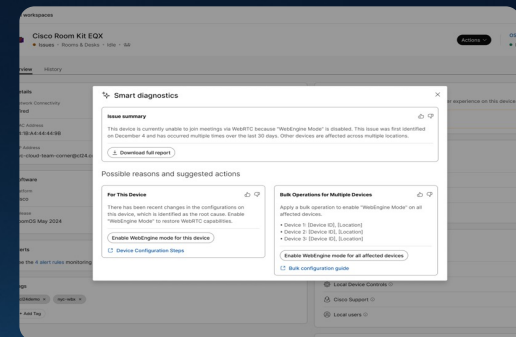
# It all comes together in Webex Control Hub



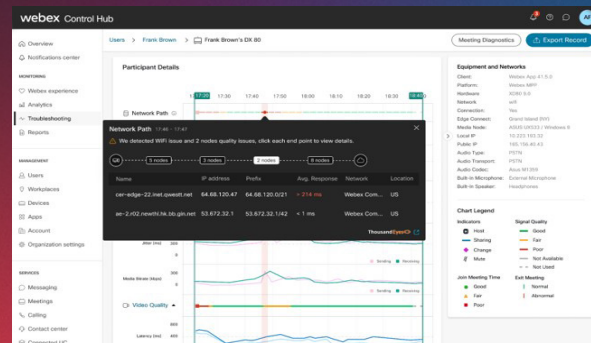
Manage users, services, and devices in one place



Third-party device visibility and workspace insights

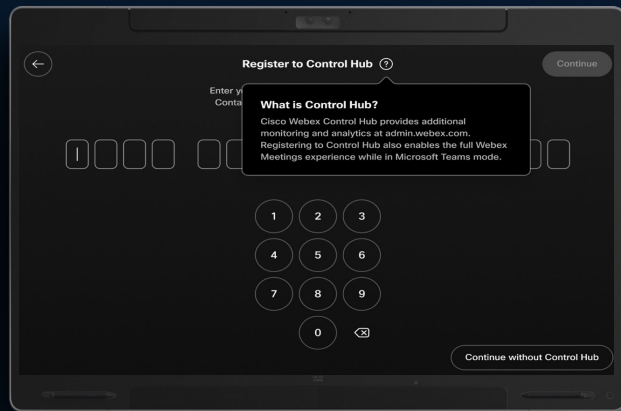


Simplify complex tasks and troubleshoot with AI



Troubleshooting and Network Path Visibility

# Easy to Deploy & Manage



The screenshot displays the Cisco Webex Control Hub interface. The left sidebar contains navigation options: Overview, Alerts centre, MONITORING (Analytics, Troubleshooting, Reports), MANAGEMENT (Users, Groups, Locations, Workspaces, **Devices**, Apps, Account, Organization settings), and SERVICES (Messaging, Meetings, Calling, Contact Center). The main content area is titled 'Devices' and includes a search bar, status filters (Online: 210, Issues: 5, Offline: 67), and a table of devices.

**Devices Table:**

Type	Product	Status	Location
Rooms & Desks	Cisco Desk Pro	Offline	Ad-hoc booth 2st floor
Rooms & Desks	Cisco Desk Pro	Online	Atlas
Rooms & Desks	Cisco Board Pro 75	Online	Coffee huddle space
Rooms & Desks	Cisco Board Pro 55	Expired	Boston
Rooms & Desks	Cisco Board Pro 75	Offline	Flatiron room
Rooms & Desks	Cisco Desk Mini	Online	Inigo
Rooms & Desks	Cisco Desk Mini	Online	Nighthawk focus
Rooms & Desks	Cisco Board Pro 55	Offline	Orion room
Rooms & Desks	Cisco Board 55	Online	Reception 1st floor
Rooms & Desks	Cisco Board 55	Online	Room R

**Details Panel for Cisco Board Pro 75:**

- Wired: 00.00.00.000 (IP address)
- Webex Edge: AAA0000A0A0 (Serial number)
- Stable: RoomOS 10.18.0.9 e756b979c8d (Webex software version)
- Microsoft Teams Rooms: MTR 4.13.132.0 (MTR software version)

An 'Add device' button is visible on the right side of the interface.



NEW – COMING 4Q CY25

# Zoom Meetings for Cisco Rooms

## Fully Featured In-Meeting Experience:

Users can now enjoy familiar Zoom in-meeting features with cinematic meeting experiences and quality delivered by Cisco.

## Flexible Access Modes:

### Guest Mode

No Zoom license required, join as a guest.

### Signed-in Mode

Full featured Zoom Meetings with a Zoom license, including the ability to host and start meetings.

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# Cisco named a leader in the IDC MarketScape: Worldwide Enterprise Video Conferencing Systems 2025

“ Cisco is a Leader in enterprise videoconferencing systems because of its clear and progressive vision for the workplace experience, delivering an end-to-end portfolio that provides flexibility through interoperability and integrates AI-powered collaboration, networking, security, and administration offerings.

”

Jitesh Gera

Research Manager,  
Unified Communications and Collaboration (UC&C)



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Source: “IDC MarketScape: Worldwide Enterprise Video Conferencing 2025 Vendor Assessment” By Jitesh Gera, September 2025, Doc.:# US52995625



Download the excerpt

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. The Capabilities score measures vendor product, go-to-market and business execution in the short-term. The Strategy score measures alignment of vendor strategies with customer requirements in a 3-5-year timeframe. Vendor market share is represented by the size of the circles. Vendor year-over-year growth rate relative to the given market is indicated by a plus, neutral or minus next to the vendor name.



# 'Video enabled' requires more than a camera and monitor



webex

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## Sensors

Advanced people detecting and environmental sensors.

## Network agents

Get to the bottom of any issue with ThousandEyes agents on devices.

## Digital signage

Display custom content on your devices to enhance employee experience.

## Wayfinding & Room Booking

Interactive wayfinding and indoor positioning. Find and book meeting rooms.

## Room Integrations

The Cisco devices ecosystem of partners, ISVs, and developers helps you create seamless workflows.

## Interoperability

Join any Webex, Microsoft Teams, Google Meet, or Zoom meeting with the touch of a button.

## Management

One dashboard to manage everything.

## Whiteboarding

Ideate and collaborate with advanced whiteboarding capabilities.

## Content sharing

Share wired or wireless. Use the Webex app, AirPlay or Miracast.

## Summary & Key Actions

1. Design your rooms using Workspace Designer
2. Simplify deployments using AVoIP where possible
3. Optimise service delivery using Control Hub
4. See this in Action! Book a Cisco London City Office Tour



Workspace Designer



City Office Tour





# Resources

- [Installation Guide](#) for Cisco Room Vision PTZ Camera
- [Cisco Room Vision PTZ Camera Support Matrix](#)
- [Workspace Designer](#)
- [Video Room Calculator](#) – to further customise your designs from workspace designer
- [Cisco Catalyst Switches for Use with Collaboration Devices](#)
- [Cisco Multicamera Guide](#)
- Videos
  - Cisco Room Vision PTZ - Breathtaking camera tracking over IP <https://www.youtube.com/watch?v=zIKXRoFkfaU>