

# IEEE SCV Signal Processing Society Jointly with Audio Engineering Society

**Date:** Sept 13th 2004

**Title:** Anytime, Anywhere IP Communications

**Speaker:** **Marthin De Beer**, Vice President and General Manager, Commercial Voice and Video Business Unit & Telepresence Business Unit, Cisco Systems, Inc

**Location:** National Semiconductor Credit Union Building (Building 31), 955 Kifer Rd., Sunnyvale (Near the intersection of Lawrence and Central Expressway);

**Coordinates:** N37deg 22.464' W122deg 00.272' (WGS84);

[http://maps.yahoo.com/maps\\_result?ed=Lz2FO.p\\_0TpVKFWBuA124OtTr9dn&csz=Sunnyvale%2C+CA&country=us](http://maps.yahoo.com/maps_result?ed=Lz2FO.p_0TpVKFWBuA124OtTr9dn&csz=Sunnyvale%2C+CA&country=us)

**Directions:** Take 101 to Lawrence Expressway. Head south on Lawrence to Kifer (past Central). Turn right on Kifer. Go 0.5 miles on Kifer and turn right into the Credit Union parking lot. Entrance is on the back side of the building.

**Time:** 6:30pm: Fast Food & drinks (\$1 Donation Recommended towards Refreshments)

7:00pm: Announcement

7:05pm: Talks starts

## **Abstract:**

IP Communications - the convergence of Voice, Video and Data onto a single infrastructure is delivering new opportunities for productivity and improved communications to Enterprise employees. This same technology is now becoming available to consumer with a host of VoIP services being offered by the likes of AT&T, Vonage and Comcast. This however is only the beginning of what could be a revolution in the way we work, live, play and learn.

## **Biography:**

Marthin De Beer is the Vice President and General Manager for the Commercial Voice and Video and Telepresence Business Units. Over the last five years, he directed the overall engineering development and marketing of converged solutions for business and service providers. He was a driving force behind the introduction of Cisco's Architecture for Voice, Video and Integrated Data (Cisco AVVID), and played a key role in growing Cisco's IP Communications revenues from inception to a Billion dollar business. Mr. De Beer has more than 18 years experience in the communications and software industry, and has been at Cisco for 9 years directing key platforms such as the industry leading Cisco Catalyst switching solution and, more recently, the Cisco IP Telephony and VoIP Systems.

Prior to joining Cisco, Mr. De Beer was founder of two start-up companies in the communications and software industry, and previously held senior marketing positions at Hughes LAN Systems and Persetel Computer Systems.

Mr. De Beer holds a Bachelors degree in Engineering from University of Pretoria, South Africa.

*Chapter web:* <http://www.ewh.ieee.org/r6/sps/> & <http://www.aessf.org>