

TANDBERG CUSTOMER PROFILE

United States
Department of Defense-
Defense Intelligence
Agency



- Gather information in real-time
- Produce more effective analysis
- Perform critical tasks quickly - with greater impact and at lower cost
- Enable instant communication within and across AORs

"Visual communication has become an essential analytical, command and control tool for the DOD and intelligence community adding a whole new level of responsiveness and immediacy to our operations. The new compact systems that deliver top value - that is, highest quality at affordable price points - will help us expand visual communications right to the desktops of thousands of our personnel. This in turn will enable instant communications within and across areas of responsibility (AORs), helping us to analyze intelligence faster and make better, more informed decisions."

ROBERT D. SHEPHERD
CHIEF SYSTEMS ENGINEER
DEFENSE INTELLIGENCE AGENCY

VISUAL COMMUNICATION ADDS A NEW EDGE TO DIA'S DEFENSE AND MILITARY INTELLIGENCE OPERATIONS

Ascertain the truth. Judge the threat. Identify the target. Assess the damage. On a daily basis, US intelligence and defense personnel must perform all these activities. Until recently, most have used traditional communications technologies, relying on information conveyed in phone calls, across secure networks and email channels, or via after-the-fact photo or video images.

Today, that's changing. A dramatically increasing number of defense and intelligence personnel can now also rely upon real-time visual communications - across every type of activity, and from the highest levels of governmental decision making right down to the individual warfighter.

COMMUNICATION IS KEY

Robert D. Shepherd is Chief Systems Engineer for the Defense Intelligence Agency (DIA), and as such drives a variety of initiatives that create communication systems to link together the many organizations involved in intelligence. These systems are designed to support a variety of critical tasks through the sharing of information.

"You hear it in the news every day," Shepherd observes, "the problems and challenges of sharing complex information quickly in order to make rapid, highly informed decisions. And there's no arena where that comes into play more than defense intelligence operations.

"That's exactly why we continue to integrate leading edge technology throughout the defense intelligence organizations. Our desktop video and VoIP initiatives aim to bring immediate, highly effective secure communications to our defense and intelligence operations. The new smaller, high performance videoconferencing units are helping us bring ad-hoc visual communications, as well as full directory services (such as instant

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Agency Snapshot: The DIA - Committed to
Excellence in Defense of the Nation

The DIA is a Department of Defense combat support agency with more than 7500 military and civilian employees worldwide. The DIA has served for more than 40 years as the nation's primary producer of foreign military intelligence, and today provides military intelligence to warfighters, defense policymakers and force planners in the Department of Defense and the Intelligence Community, in support of U.S. military planning and operations and weapon systems acquisition.

messaging, Outlook scheduling capabilities, and more) right to the desktops of thousands of our personnel."

IMMEDIACY AND IMPACT - THE CASE FOR VISUAL COMMUNICATIONS

Visual communications can help critical tasks be performed more quickly, with greater impact, and at lower cost. Information gathering, analysis, and information services and management - the DIA's core mission objectives - become more effective when defense and intelligence personnel can, in real time, communicate face-to-face, view the subject, and see the situation for themselves.

A key element of DIA's desktop visual communication initiative is immediacy - the ability to connect visually on an ad-hoc basis with other personnel. To meet this need, smaller, high quality units like the TANDBERG 150, 1500 and 2000 series have been developed, and are finding a positive reception across a variety of government applications.



TANDBERG 150

"Previously, we would rely solely on what we call our 'room based' systems," explains Shepherd, "the large executive video conferencing rooms with 400 or so endpoints - and the higher-end desktop units that sit mostly on senior staff desks. These were schedule-based, which restricted meetings to pre-arranged times. And, at over 110 or more conferences a day, people were fighting over the physical space and the sheer inability to meet.

"Thanks to advances that have made high quality, cost effective desktop solutions available, we're integrating visual communication systems throughout organizations, right onto the GS12 analysts' desks - for trading video between Indications and Warning (I&W) rooms, discussing troop logistics, performing target damage assessments.



TANDBERG 1500

"This has moved far beyond the 'nice to have' stage," Shepherd continues. "Visual communication has become an essential analytical, command and control tool, adding a whole new level of responsiveness and immediacy to our operations. The new compact systems that deliver top value -- that is, highest quality at affordable price points - will help us expand visual communications right to the desktops of thousands of our personnel. This in turn will enable instant communications within and across areas of responsibility (AORs), helping us to analyze intelligence faster and make better, more informed decisions."

MANUFACTURER RESPONSIVENESS HELPS SUPPORT GOVERNMENT APPLICATIONS

Shepherd and his team value the relationships they've built with manufacturers - and industry leaders like TANDBERG are very eager to gain insight into government agencies' needs in order to guide product development. "We are looking at things very much from an enterprise perspective - creating regional service centers to take advantage of centralized resource sharing and provide system backup redundancies, integrating desktop services to take advantage of convergence capabilities, centralizing quality of

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"DIA's vision is the integration of highly skilled intelligence professionals with leading edge technology to discover information and create knowledge that provides warning, identifies opportunities, and delivers overwhelming advantage to our warfighters, defense planners, and defense and national security policymakers."

From the Defense Intelligence Agency
Strategic Plan, Fiscal Years 2004-2009

TANDBERG WORLD HEADQUARTERS
Philip Pedersens vei 22
1366 Lysaker, Norway
Tel: +47 67 125 125
Fax: +47 67 125 234
Video: +47 67 117 777
E-mail: tandberg@tandberg.net

200 Park Avenue, Suite 2005
New York, NY U.S.A. 10166
Tel: +1 212 692 6500
Tel: +1 800 538 2884 (toll free in the U.S.)
Fax: +1 212 692 6501
Video: +1 212 692 6535
E-mail: tandberg@tandbergusa.com

www.tandberg.net

service and scheduling, all with an eye to cost management and best value," says Shepherd. "It is very gratifying to know that when we have an emerging requirement, we will be heard, and have our suggestions implemented quickly."

VISUAL COMMUNICATION REQUIREMENTS TO EXPAND

In the arena of defense, military intelligence, and throughout government operations, the use of visual communication continues to increase. The DODIIS initiatives include connecting personnel at all levels within, and across agencies and areas of responsibility as well.

"Today, video conferences involve far more than just a single agency," explains Shepherd. "Now, in every Joint Worldwide Intelligence Communications System (JWICS) conference, we have representatives from all DoD and many other federal agencies - the whole gamut is there in a single visual conference. We are tying it all together, both within and across agencies.

"And, we are making it even more accessible," says Shepherd, "because the need for reliable, immediate visual communications continues to grow. High level cabinet officials, generals, and multi-national coalitions all meet and communicate this way, dozens of times daily.

"There's an increasing recognition of the value it adds," summarizes Shepherd. "From boardrooms to airplanes in flight to home offices, right down to deployable units mounted on Humvees in war zones, they don't leave home without it."



TANDBERG 2000