Avaya Delivers Enhanced Video Conferencing Experience From the Cloud With NVIDIA Maxine

Enhanced Video Conferencing Experience From the Cloud with Maxine

Challenge

Avaya is a global leader in digital communications solutions and services for businesses of all sizes across all industries. Enabling organizations to create communications experiences for their employees and customers, Avaya services over 90,000 customers with over 100 million combined unified communications and collaboration and contact center seats. Minimizing latency is important for any real-time application, especially conversational media. Any delays in online communications can cause people to unintentionally speak over each other, disrupt the flow of meetings and important conversations, and cause customer dissatisfaction.

Clarity of communications is also paramount to high-quality customer experiences. With a remote workforce, background noises including loud keyboard typing, sibling battles, or barking dogs have become commonplace, leading to more frequent disruptions in online meetings. Additionally, reducing noise levels in contact centers is critical to excellent customer service. To meet these challenges, Avaya turned to NVIDIA Maxine.

One of Avaya's latest innovations is the Media Processing Core (MPC), a cloud-native service designed to power the next generation of communication experiences. Processing media in the cloud can be challenging at scale, but with NVIDIA Maxine integrated into MPC, Avaya can provide enhanced audio and video features from the cloud to any device.

> Avaya's new cloud media processing framework delivers high-quality real-time voice and video with minimal latency while supporting innovative AI algorithms provided by Maxine.

> NVIDIA Maxine is a suite of GPU-accelerated SDKs and cloud-native microservices for deploying AI features that enhance audio, video, and augmented reality effects for real-time communications services and platforms.

> The team at Avaya integrated Maxine's Noise Removal feature into MPC for clear communications, as well as the Video Upscaler feature.

> To further differentiate and provide a premium customer experience, Avaya integrated Maxine's Virtual Background feature, which lets presenters overlay video on top of slideshows and other content they're sharing. Avaya uses NVIDIA GPUs on their video compositors to accelerate video decoding and encoding.
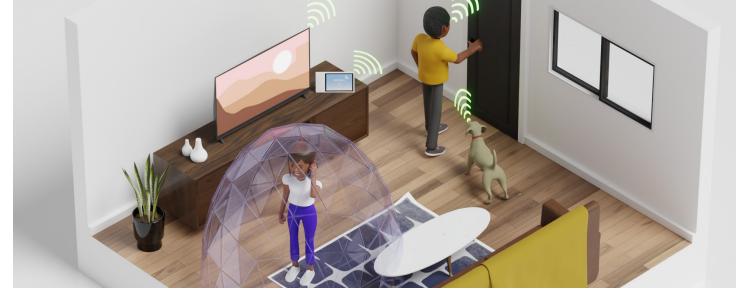
Customer profile

AVAYA

Organization:	**Industry:**	**Location:**	**Formed:**	**Website:**
Avaya	Video Conferencing	2605 Meridien Parkway, Durham, NC	October 1, 2000	http://avaya.com

Maxine's Background Noise Removal effect shields the speaker in communication from background noises real time.

Impact

"With NVIDIA Maxine integrated in Avaya's Media Processing Core, hybrid teams can connect and collaborate more clearly and effectively from anywhere, with any device," said Mike Kuch, Senior Director of Solutions Marketing at Avaya. "

The new AI capabilities deployed in the cloud help us deliver faster innovation for both employee and customer experiences."

Avaya is in the planning stages to use additional features of Maxine, including the augmented reality SDK, and in beta trials with NVIDIA Riva to increase accuracy for real-time captions.

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>
> **Mike Kuch,** Senior Director of Solutions Marketing at Avaya

Maxine SDKS Used

> Audio Effects SDK

> Video Effects SDK

Feature Highlights

> Noise Removal

> Audio Super Resolution

> Upscaler

> Virtual Background

Hardware

> NVIDIA A100

Ready to Get Started?

To learn more about NVIDIA Maxine visit:
developer.nvidia.com/maxine