# The implications of WebRTC

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Description:

The implications and benifits of having an open communications client on your browser.

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# 1. THE IMPLICATIONS AND BENEFITS OF WEBRTC

- You will organise your phone calls (audio visual) using your preferred social media application or your office suite.

- The PSTN line is only used if one caller/calle is not connected to the web, or if the internet signal is too low.

- Your company's website now becomes its call centre.

- Your weblog becomes your personal communications assistant.

- You don't require an operator anymore; you just need to be connected to the internet.

- Contacting anyone or anybody becomes a one touch, simple process.

- The ability to communicate becomes embedded in your email, your webpage, your TV, games device, apps and much more.

- Your phone number is no longer necessary anymore. It's from past technology.

- All OTT communication can be used anywhere or on any smart device

- Any web developer can create new communication services for their clients.

- Advertising enters a whole new world of opportunities.

- Call a friend using a social media API. From the chat/online window you can click on a friend and start a video call with them in the browser.

- Video conferencing / sharing files from inside an app. The user calls someone from inside an app and is able to share files — through the peer to peer connection as they are talking via the data channel.

- Games that integrate video, audio and data sharing. A game where you see the video and hear the audio of your opponent and play the game live using WebRTC data channels.

- Apps that can draw down your contacts from say your LinkedIn account; you can instantly have an audio visual meeting without leaving your office.

- Call centres where you can have a full interactive conversation with sound and video. For example a Sky service call, they can not only talk you through the process, they can watch you do it and give you guidance

Alan Quayle [http://www.nojitter.com/post/240001981/the-rise-of-webrtc-the-rules-of-communications-are-about-to-be-rewritten?pgno=3]

To see case studies used by IETF please click on link provided. WebRTC caes studies and requirements from IETF [https://datatracker.ietf.org/doc/draft-ietf-rtcweb-use-cases-and-requirements/?include_text=1]