




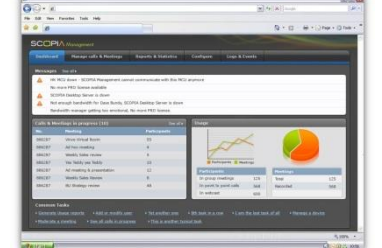

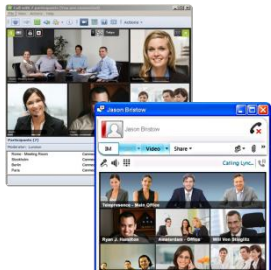





RADVISION SCOPIA Solution Vs. Cisco

The RADVISION Approach

Room Systems	Telepresence	Software Desktop
 <ul style="list-style-type: none"> ▪ High performance – dual 1080p/60fps, HD audio, H.264 High Profile & H.264 SVC ▪ Price / performance leader ▪ Unique iPad control ▪ Unique SMB integrated offering with HD room system, MCU, desktop & mobile conferencing ▪ Simple, extendible product line 	 <ul style="list-style-type: none"> ▪ Flexible deployment options ▪ Simple to use iPad control ▪ Integrator friendly setup software ▪ Native multi-party telepresence conferencing ▪ 3rd party telepresence interoperability ▪ Cost-effective 	 <ul style="list-style-type: none"> ▪ Mature, holistic approach ▪ Viral, free client ▪ Internet optimized media handling (SVC, NetSense) ▪ Embedded firewall & NAT traversal ▪ Full moderation & control ▪ Innovative 'Slider' technology to review previous slides
Executive Desktop	Mobile	Management
 <ul style="list-style-type: none"> ▪ High performance all-in-one system ▪ One click to share your screen ▪ One device on your desk ▪ Internet optimized media handling (SVC, NetSense) ▪ Aggressive price positioning 	 <ul style="list-style-type: none"> ▪ Mature, holistic approach ▪ Wi-Fi, 3G & 4G, high quality media handling ▪ Embedded firewall & NAT traversal ▪ Full moderation & control ▪ Innovative 'Slider' technology to review previous slides 	 <ul style="list-style-type: none"> ▪ Single all-inclusive solution ▪ Broad 3rd party client support ▪ 3rd party client directory management ▪ Patented MCU virtualization ▪ Personal virtual rooms ▪ Extensive enterprise integration
Multi-party Conferencing	Unified Communications	Cloud-based Services
 <ul style="list-style-type: none"> ▪ Telepresence interoperability ▪ Patented MCU virtualization ▪ Dynamic resources ▪ Internet optimized media handling (SVC, NetSense) ▪ Superior media handling 	 <ul style="list-style-type: none"> ▪ Microsoft ▪ IBM Lotus ▪ Alcatel-Lucent ▪ UC integration at core ▪ Investment protection ▪ UC interoperability 	 <ul style="list-style-type: none"> ▪ Accessibility – any place or device ▪ Internet optimized media handling (SVC, NetSense) ▪ Scalability & uptime (Virtualization, ATCA, redundant architecture) ▪ Unmatched interoperability ▪ Converged client management

The RADVISION Approach Vs. Cisco

Room Systems	Telepresence	Software Desktop
<p><u>High performance?</u></p> <ul style="list-style-type: none"> No dual 1080p/60fps from Cisco Best embedded MCU supports 4 sites max. No H.264 High Profile or H.264 SVC <p><u>Price / Performance leader?</u></p> <ul style="list-style-type: none"> Similarly featured SX20 w/dual display & premium resolution – costs ~ 1.7 x SCOPIA XT5000 <p><u>Unique iPad Contoller?</u></p> <ul style="list-style-type: none"> Proprietary, expensive touch devices <p><u>Unique SMB offering?</u></p> <ul style="list-style-type: none"> Entry level solution for SMB consists of 5 different products @ over \$100K, no free client, only 4 port embedded MCU <p><u>Simple, extendible product line?</u></p> <ul style="list-style-type: none"> Complicated product line with many options for each system. Need significant training to quote 	<p><u>Flexible Deployment options?</u></p> <ul style="list-style-type: none"> Rigid full room solutions severely limit installation options 2x RADVISION's bandwidth requirement further limits options <p><u>Simple to use iPad control?</u></p> <ul style="list-style-type: none"> Dedicated control devices. Get ready to spend a lot more money on fancy controllers <p><u>Integrator friendly setup software?</u></p> <ul style="list-style-type: none"> Setup is more mechanical vs. RADVISION's software tool <p><u>Cost-effective?</u></p> <ul style="list-style-type: none"> 2 to 3 RADVISION deployments for the price of one Cisco Don't forget bandwidth costs of 2x 	<p><u>Mature, holistic approach?</u></p> <ul style="list-style-type: none"> Movi is an option to TMS and doesn't include everything needed; but does require a full-blown Cisco deployment for basic video comm. <p><u>Viral, free client?</u></p> <ul style="list-style-type: none"> Movi needs individual client licenses making it difficult for students, customers, partners, remote employees, clients, etc. to conference <p><u>Embedded firewall & NAT traversal?</u></p> <ul style="list-style-type: none"> No – Cisco requires VCS Expressway for this fundamental requirement <p><u>Full moderation & control?</u></p> <ul style="list-style-type: none"> No – Movi is only a basic client without even a participant list <p><u>Innovative 'Slider' technology to review previous slides?</u></p> <ul style="list-style-type: none"> Do you mind me interrupting and going back over the slides?
Executive Desktop	Mobile	Management
<p><u>One device on the desk?</u></p> <ul style="list-style-type: none"> Base EX90 @ \$10,000 eats up considerable space on your desktop with a separate handset and proprietary touch controller! <p><u>Internet optimized media handling (SVC, NetSense)?</u></p> <ul style="list-style-type: none"> Nothing for home office workers – designed really for corporate offices without regard to cost or network issues <p><u>Aggressive Price Positioning?</u></p> <ul style="list-style-type: none"> (3) SCOPIA VC240 @ \$3,000 < (1) EX90 @ \$10,000; but you do get a mini integrated subwoofer for the extra \$7,000 ☺ 	<p><u>Mature, holistic approach?</u></p> <ul style="list-style-type: none"> For \$1,500, Cisco offers a 7" tablet (Cius) with their own app store (Cisco AppHQ) – are they serious? No Bring Your Own Device (BYOD) with Cisco <p><u>Wi-Fi, 3G & 4G, high quality media handling?</u></p> <ul style="list-style-type: none"> Only Wi-Fi from Cisco <p><u>Embedded firewall & NAT traversal?</u></p> <ul style="list-style-type: none"> No as usual <p><u>Full moderation & control?</u></p> <ul style="list-style-type: none"> Only a basic client <p><u>Innovative 'Slider' technology to review previous slides?</u></p> <ul style="list-style-type: none"> And again, no 	<p><u>Patented MCU virtualization?</u></p> <ul style="list-style-type: none"> No scalable solution for ad-hoc conferencing No ability to distribute on-demand conferences to multiple MCUs! Severely limited scale & number of participants per conference No distributed conference entry via IVR
Multi-party Conferencing	Unified Communications	Cloud-based Services
<p><u>Telepresence interoperability?</u></p> <ul style="list-style-type: none"> Limited to Cisco TIP, no LifeSize or RADVISION TP <p><u>Patented MCU virtualization?</u></p> <ul style="list-style-type: none"> No scalable solution with distributed MCUs for ad-hoc conferencing No ability to distribute on-demand conferences at all! Severely limited scale & participants per conference <p><u>Dynamic resources?</u></p> <ul style="list-style-type: none"> HD consumes same resources as desktop & mobile <p><u>Internet optimized media handling (SVC, NetSense)?</u></p> <ul style="list-style-type: none"> Nothing available to preserve quality for Internet users where needed most – home office users, road warriors, mobile workers <p><u>Superior media handling?</u></p> <ul style="list-style-type: none"> CP mode participants displayed: Elite – 28, Cisco – 16 Max. connections per MCU: Elite – 120, Cisco – 40 	<p><u>Microsoft?</u></p> <ul style="list-style-type: none"> No strategic partnership No Microsoft officially qualified solution for any Cisco video conferencing device <p><u>UC integration at core?</u></p> <ul style="list-style-type: none"> Gateway solution available but more than 2x RADVISION price For multi-party, must connect to Cisco MCU ports (even Lync clients); every port is an expensive HD port <p><u>Investment protection?</u></p> <ul style="list-style-type: none"> Can there really be investment protection from Cisco for UC when they view other UC vendors as competitors and want to replace them? <p><u>UC interoperability?</u></p> <ul style="list-style-type: none"> Cisco is not a UCIF member and one should question their future interop. plans 	<p><u>Accessibility – any place or device?</u></p> <ul style="list-style-type: none"> Nothing for the most popular mobile devices ever (iPhone & iPad) Desktop not practical with no integrated firewall traversal & complicated licensing model <p><u>Internet optimized media handling (SVC, NetSense)?</u></p> <ul style="list-style-type: none"> No & Cisco's general direction is about higher bandwidth requirements and not doing much for bandwidth compromised users – home office, road warriors, mobile workers <p><u>Scalability & uptime (Virtualization, ATCA, redundant architecture)?</u></p> <ul style="list-style-type: none"> Cisco has no scalable multi-party solution as they have no practical distributed / virtual architecture