




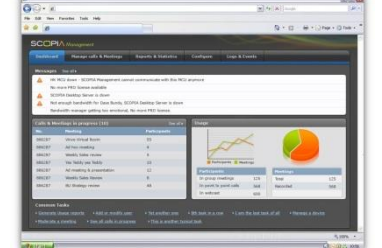

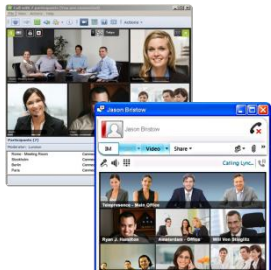





RADVISION SCOPIA Solution Vs. LifeSize

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 the 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. LifeSize

Room Systems	Telepresence	Software Desktop
<p><u>High performance?</u></p> <ul style="list-style-type: none"> No LifeSize product can support single 1080p60fps, not to mention dual 1080p60fps No H.264 High Profile or H.264 SVC Largest MCU shows only 4 participants on screen No HD/full band audio <p><u>Unique iPad controller?</u></p> <ul style="list-style-type: none"> Legacy IR remote for control, no touch device <p><u>Unique SMB offering?</u></p> <ul style="list-style-type: none"> Entry level solution for SMB: 6 different products, over \$100K <p><u>Simple, extendible product line?</u></p> <ul style="list-style-type: none"> 4 different hardware configurations, each with varying capabilities and interfaces 	<p><u>Simple to use iPad control?</u></p> <ul style="list-style-type: none"> Legacy, non-friendly, control hardware <p><u>Integrator friendly setup software?</u></p> <ul style="list-style-type: none"> Crude command line programming. Remember DOS? <p><u>Native multi-party telepresence conferencing?</u></p> <ul style="list-style-type: none"> Sorry, p2p only support... <p><u>3rd party telepresence interoperability?</u></p> <ul style="list-style-type: none"> Come on; just dial a LifeSize Telepresence... 	<p><u>Mature, holistic approach?</u></p> <ul style="list-style-type: none"> It's like a dysfunctional family - RADVISION, Avistar, Mirial ClearSea & Softphone, what's next? <p><u>Internet optimized media handling (SVC, NetSense)?</u></p> <ul style="list-style-type: none"> Nothing unique or patent pending like NetSense or SVC <p><u>Embedded firewall & NAT traversal?</u></p> <ul style="list-style-type: none"> Not with Softphone & beware of the CPU hog <p><u>Full moderation & control?</u></p> <ul style="list-style-type: none"> Mirial video not integrated with the LifeSize MCU, so No <p><u>Innovative 'Slider' technology to review previous slides?</u></p> <ul style="list-style-type: none"> No – do you mind me interrupting and going back over the slides?
Executive Desktop	Mobile	Management
<p><u>One click to share your screen?</u></p> <ul style="list-style-type: none"> Install Adobe Air Install LifeSize Virtual Link Then share your screen (at only XGA & Not through firewalls or NAT) <p><u>One device on the desk?</u></p> <ul style="list-style-type: none"> Can only do video conferencing or PC display, not both simultaneously, you'll need another display <p><u>Internet optimized media handling (SVC, NetSense)?</u></p> <ul style="list-style-type: none"> Nothing special from LifeSize 	<p><u>Mature, holistic approach?</u></p> <ul style="list-style-type: none"> Mature? – It doesn't even connect to LifeSize MCU <p><u>Wi-Fi, 3G & 4G, high quality media handling?</u></p> <ul style="list-style-type: none"> Seriously – H.263 CIF for high quality media handling over wireless networks? <p><u>Embedded firewall & NAT traversal?</u></p> <ul style="list-style-type: none"> No integrated firewall & NAT traversal, requires registration <p><u>Full moderation & control?</u></p> <ul style="list-style-type: none"> It's a basic client & no more with an address book & call history <p><u>Innovative 'Slider' technology to review previous slides?</u></p> <ul style="list-style-type: none"> Slides? What slides? – No H.239, so no slides or any other data 	<p><u>3rd party client directory management?</u></p> <ul style="list-style-type: none"> As long as it's a LifeSize system <p><u>Patented MCU virtualization?</u></p> <ul style="list-style-type: none"> No cascading with Outlook Single MCU conferences with Outlook require manual setup LifeSize Control needs 12 minutes to dial in all clients in a 48-way call on LifeSize Bridge – bad way to start a meeting! No distributed IVR, shall we go on? <p><u>Personal virtual rooms?</u></p> <ul style="list-style-type: none"> Don't exist & impractical with MCU limitations anyway <p><u>Extensive enterprise integration?</u></p> <ul style="list-style-type: none"> Why no IBM Lotus solution?
Multi-party Conferencing	Unified Communications	Cloud-based Services
<p><u>Telepresence interoperability?</u></p> <ul style="list-style-type: none"> None, not even multipoint with LifeSize Telepresence <p><u>Patented MCU virtualization?</u></p> <ul style="list-style-type: none"> No cascading with Outlook Single MCU conferences with Outlook require manual setup No distributed IVR, shall we go on? <p><u>Dynamic resources?</u></p> <ul style="list-style-type: none"> The LifeSize world is flat & wastes resources too <p><u>Internet optimized media handling (SVC, NetSense)?</u></p> <ul style="list-style-type: none"> No & nothing special for handling mobile wireless networks either <p><u>Superior media handling?</u></p> <ul style="list-style-type: none"> 12 minutes to dial in all clients in a 48-way call? CP Mode: Elite – 28 participants, LifeSize – 16 participants 	<p><u>Microsoft?</u></p> <ul style="list-style-type: none"> No practical Lync solution for video (H.263 CIF only) OC solution, but who's really using OC for video conferencing? <p><u>IBM Lotus?</u></p> <ul style="list-style-type: none"> No IBM Lotus solution <p><u>UC integration at core?</u></p> <ul style="list-style-type: none"> Client integration which isn't effective unless every device deployed has it Therefore, No solution for 3rd party endpoints <p><u>Investment protection?</u></p> <ul style="list-style-type: none"> Only works with latest LifeSize systems & software <p><u>UC interoperability?</u></p> <ul style="list-style-type: none"> Sure with OC or Lync with H.263 poor quality video (no RTVideo transcoding) No telepresence interoperability 	<p><u>Accessibility – any place or device?</u></p> <ul style="list-style-type: none"> Poor quality mobile & no firewall / NAT traversal, non-integrated desktop <p><u>Internet optimized media handling (SVC, NetSense)?</u></p> <ul style="list-style-type: none"> No & nothing special for handling mobile wireless networks either <p><u>Scalability & uptime (Virtualization, ATCA, redundant architecture)?</u></p> <ul style="list-style-type: none"> Not suitable: limited cascading, low MCU capacity, flat MCU resources, no ATCA, no redundancy <p><u>Unmatched interoperability?</u></p> <ul style="list-style-type: none"> No telepresence, limited poor quality UC with Microsoft only <p><u>Converged client management?</u></p> <ul style="list-style-type: none"> As long as it's LifeSize, otherwise no directory management