




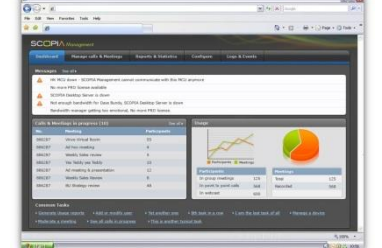

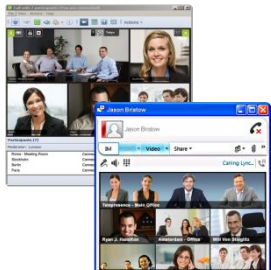





RADVISION SCOPIA Solution Vs. Polycom

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. Polycom

Room Systems	Telepresence	Software Desktop
<p><u>High performance?</u></p> <ul style="list-style-type: none"> No dual 1080p/60fps, only 1080p/30fps+720p/30fps from Polycom (HDX 8000) No H.264 SVC Maximum embedded is MCU4 <p><u>Price / performance leader?</u></p> <ul style="list-style-type: none"> Comparable Polycom systems would cost ~ 1.8 x <p><u>Unique iPad controller?</u></p> <ul style="list-style-type: none"> Proprietary, expensive touch device <p><u>Unique SMB offering?</u></p> <ul style="list-style-type: none"> Entry level solution for SMB consists of 5 different products @ over \$150k <p><u>Simple, extendible product line?</u></p> <ul style="list-style-type: none"> Extremely convoluted (myriad product variants). Need a Ph.D. to quote 	<p><u>Flexible deployment options?</u></p> <ul style="list-style-type: none"> Dedicated rooms required <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 on fancy controllers <p><u>Native multi-party telepresence conferencing?</u></p> <ul style="list-style-type: none"> As long as all you connect to are Polycom systems <p><u>3rd party telepresence interoperability?</u></p> <ul style="list-style-type: none"> Limited to Polycom and Cisco TIP (point-to-point only) <p><u>Cost-effective?</u></p> <ul style="list-style-type: none"> Sure, for someone who can spend \$300,000 per room... 	<p><u>Mature, holistic approach?</u></p> <ul style="list-style-type: none"> Polycom's latest m100 client doesn't send HD, why introduce this when they have CMA? <p><u>Viral, free client?</u></p> <ul style="list-style-type: none"> Can you use Polycom & Free in the same sentence? <p><u>Internet optimized media handling (SVC, NetSense)?</u></p> <ul style="list-style-type: none"> No - and H.264 High Profile requires so much CPU it will never be available for desktop <p><u>Embedded firewall & NAT traversal?</u></p> <ul style="list-style-type: none"> Polycom would like to sell you their Video Border Proxy <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>High performance all-in-one system?</u></p> <ul style="list-style-type: none"> HDX4002 @ \$10,000 gets you a box under the desk too! HDX4500 @ \$12,000 gets you an all-in-one <p><u>Aggressive price positioning?</u></p> <ul style="list-style-type: none"> (4) SCOPIA VC240 @ \$3,000 = (1) HDX4500 @ \$12,000 	<p><u>Mature, holistic approach?</u></p> <ul style="list-style-type: none"> No iPhone support? How mature or holistic is that? Complex setup - must register to Gatekeeper or SIP proxy <p><u>High quality media handling?</u></p> <ul style="list-style-type: none"> No HD video for iPad2, only 480x352 from Polycom No drag and drop or changing from landscape to portrait <p><u>Embedded firewall & NAT traversal?</u></p> <ul style="list-style-type: none"> No HTTP tunneling <p><u>Full moderation & control?</u></p> <ul style="list-style-type: none"> RealPresence is just an endpoint, no participant list or moderation <p><u>Innovative 'Slider' technology to review previous slides?</u></p> <ul style="list-style-type: none"> Obviously no H.239 content slider from Polycom 	<p><u>Single all-inclusive solution?</u></p> <ul style="list-style-type: none"> It's never simple with Polycom - CMA and DMA required; 2 service contracts, 2 boxes, 2 GUIs, 2 systems to learn & manage <p><u>3rd party client support</u></p> <ul style="list-style-type: none"> Not unless it's a Polycom system <p><u>3rd party client directory management?</u></p> <ul style="list-style-type: none"> Same thing <p><u>Patented MCU virtualization</u></p> <ul style="list-style-type: none"> Requires RMX to be in fixed allocation mode - counts all ports as HD & wastes resources
Multi-party Conferencing	Unified Communications	Cloud-based Services
<p><u>Telepresence interoperability?</u></p> <ul style="list-style-type: none"> As long as it's a Polycom system Cisco TIP for RMX MCU announced, but not available <p><u>Patented MCU virtualization?</u></p> <ul style="list-style-type: none"> Only works well with scheduled calls & fixed capacity mode <p><u>Dynamic resources?</u></p> <ul style="list-style-type: none"> CMA counts each call as HD <p><u>Internet optimized media handling (SVC, NetSense)?</u></p> <ul style="list-style-type: none"> No & H.264 High Profile offers no benefit where it's needed - home office & mobile workers <p><u>Superior media handling?</u></p> <ul style="list-style-type: none"> CP Mode: Elite - 28 Participants, RMX - 16 720p60: Elite - Symmetric, RMX - Asymmetric, TX only H.239: Elite - up to WUXGA, RMX - up to XGA Elite - 360p = x4, 480p = x2; RMX - CIF = x3, 4CIF = x2 	<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 Other endpoints must connect to expensive RMX ports <p><u>Investment protection?</u></p> <ul style="list-style-type: none"> Lync solution requires Lync compatible endpoints Polycom is more than happy to sell expensive upgrades or forklift replacements <p><u>UC interoperability?</u></p> <ul style="list-style-type: none"> No telepresence interoperability unless it's a Polycom system 	<p><u>Accessibility - any place or device?</u></p> <ul style="list-style-type: none"> Nothing for the most popular mobile devices (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 & H.264 High Profile offers no benefit where it's needed - home office & mobile workers <p><u>Unmatched interoperability?</u></p> <ul style="list-style-type: none"> No telepresence <p><u>Converged client management?</u></p> <ul style="list-style-type: none"> Not unless it's a Polycom system