



The LifeSize Advantage

Providing the best quality video communication experience in real world network environments



- ✓ Best Performance Architecture
- ✓ Adaptive Motion Control
- ✓ Embedded Multipoint Bridging

High Quality Video Communications

People expect technology to work – every time. Pick up a phone anywhere in the world, dial and connect instantly without a thought to the technical feats behind it. No thought about scheduling the call, or the amount of network traffic. You want to communicate when the time is right for you.

So why can't video communications be this simple? It can. With LifeSize Communications, you can have a telepresence experience as reliable and easy as a phone call.

Telepresence experience

LifeSize enables customers to have a telepresence experience anywhere they want, everywhere they want, with no compromises. While other companies claim to do the same thing, only LifeSize consistently delivers.

Why is LifeSize different?

It's the LifeSize Advantage that makes the telepresence experience perform as reliably and as easily as a phone call in real world environments.

What is the LifeSize Advantage?

The LifeSize Advantage is a state of the art high definition (HD) video architecture that provides the best quality video communication experience in all network environments. There are three pillars to this unique advantage:

- ✓ **Best Performance Architecture** at any bandwidth;
- ✓ Only architecture with **Adaptive Motion Control** for real time protection of visual motion and clarity;
- ✓ and, **Best Embedded Multipoint Bridging** to ensure visual motion and clarity while adding participants in real time.



The LifeSize Advantage enables:

- **Best Price performance** - meet naturally with the highest quality at the lowest possible bandwidth and cost
- **Scalability** - deploy video in a scalable and cost-effective manner
- **Security** - communicate securely without compromises
- **Network management** - manage all the video endpoints in the network, not just one brand
- **Multi-way calling** - enable multi-party calls without reducing the quality to the lowest common denominator
- **Virtual multi-way** - view people and data in the screen layout that best suits your needs
- **Content sharing** - share content without tradeoffs in quality and without the need for more bandwidth



The quality of the LifeSize systems simply blew the other guys away, even at low bandwidths like 384k.

Eddie Dornack, Manager of Presentation Facilities, National Geographic

Best Performance Architecture

Not all solutions are created equal

LifeSize built an HD video architecture from the ground up focused on high quality, mainstream visual communication as easy as a phone call. LifeSize understood that customers have different needs and different environments and wanted to ensure that customers have the best experience regardless of what their environment can provide.

LifeSize was the first to deliver HD video at 1MB. The new LifeSize Room 200 system more than doubles the raw performance as well and creates a new HD standard at 768kbps.

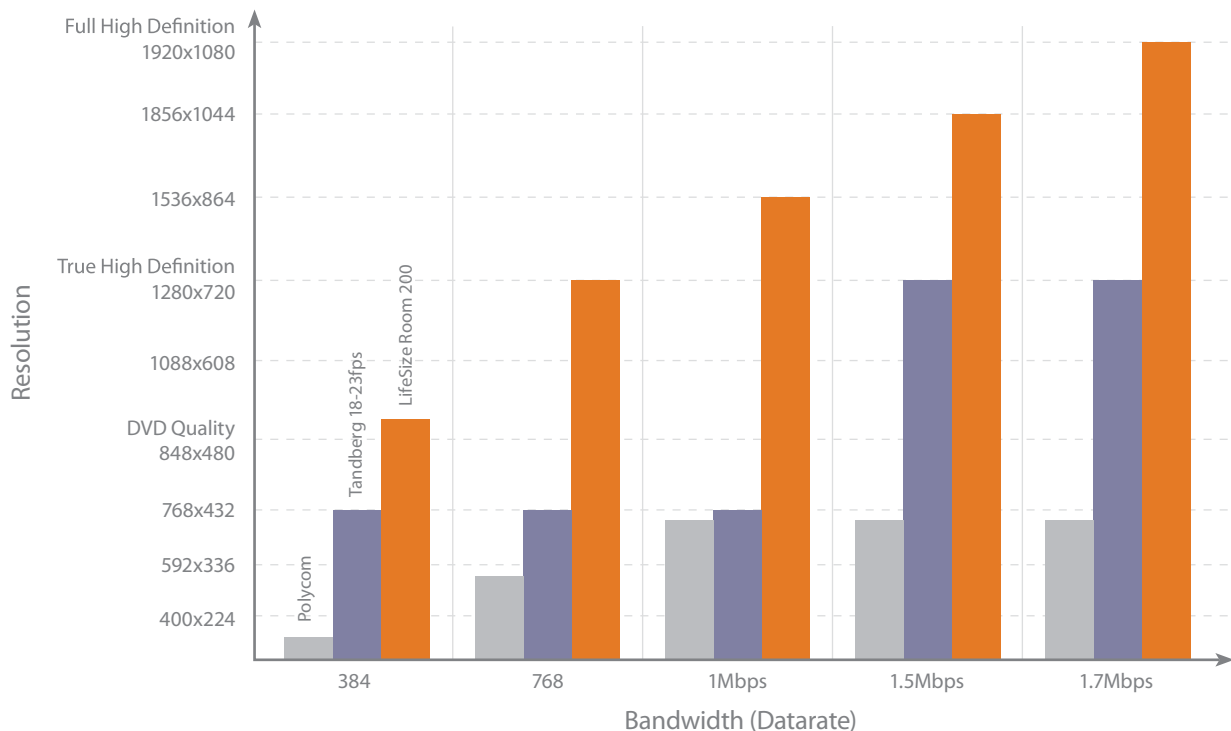
Not all encoders are created equal and just delivering an H.264 compliant stream is not enough. From broadcast quality sensors, to custom developed ASICS, to crystal clear wideband audio,

LifeSize has true optimal performance that is simply unmatched. Superior quality means happy users, which leads to greater usage, accelerating the return on investment of HD video.

Only LifeSize provides:

- ✓ Full 720p, 30/60 frames per second without performance tradeoffs in resolution or motion.
- ✓ Dual 720p30 at 768Kbps per channel to share people and content in full motion.
- ✓ The absolute best quality video and resolution than any other system based on their capability.
- ✓ Security without performance compromises, use 128-bit encryption and maintain HD quality.
- ✓ 16x9 aspect ratio even when bit rates are low.

Full Motion - Constant 30 frames per second



Vendor systems represented include Tandberg MXP series and Polycom HDX series.

Adaptive Motion Control

Real time visual motion protection

Why is motion important? Because people see in motion. Degradation of visual motion and clarity becomes distracting, and clearly does not provide an immersive feeling of “being there”.

Just as your brain adjusts to changes in your environment to protect visual motion and clarity, LifeSize Adaptive Motion Control (AMC) acts as the “brain” of your video architecture. LifeSize AMC allows your system to adapt to changing network conditions, auto-negotiating in real time to ensure motion handling (at 30 or 60 frames per second, your choice).

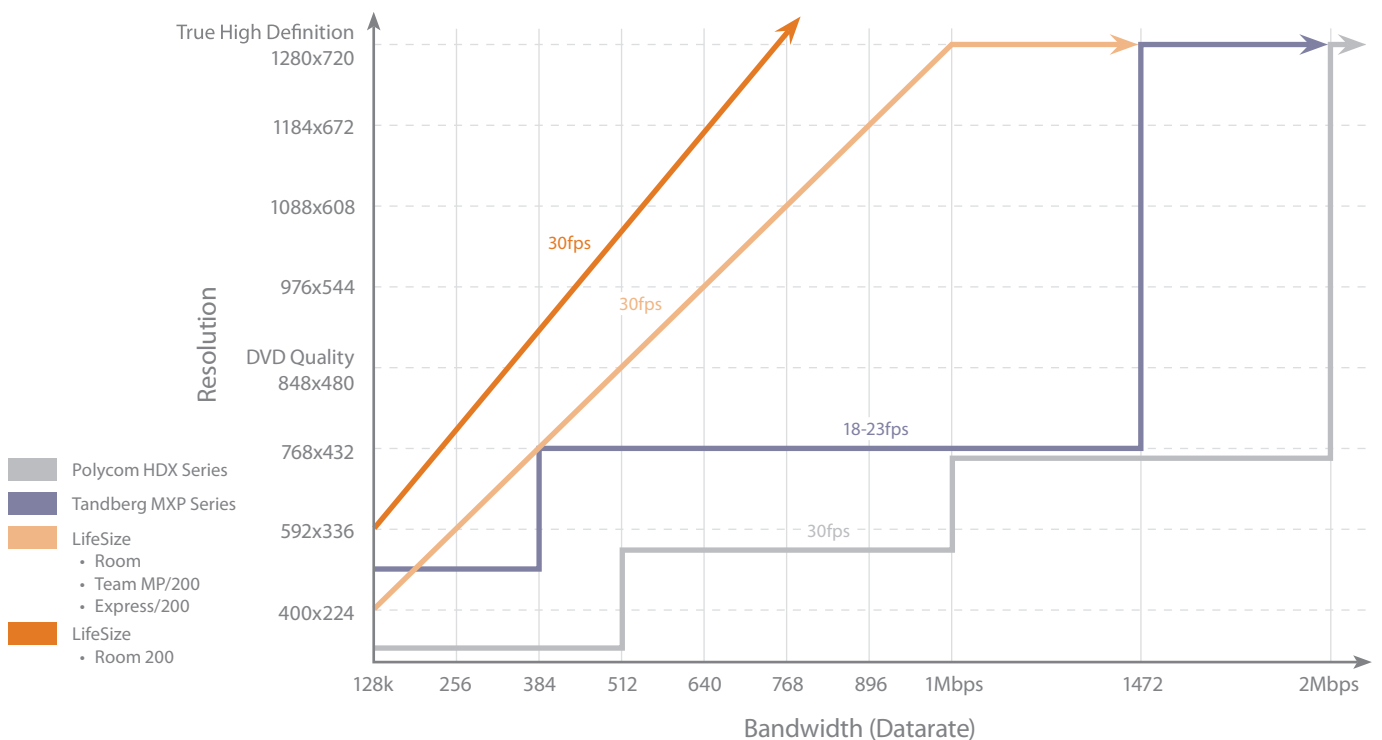
In most environments, bandwidth availability is dynamic and sometimes unpredictable. With over

200 native resolutions supported, no other vendor system can come close to matching the adaptive performance available from LifeSize. The result is seamless collaboration with no compromises. With other vendor systems, there are dramatic drop offs in quality of experience at lower bandwidths – it’s not linear. If your eyes can adjust instantaneously, so should your video solution.

Only LifeSize provides:

- ✓ More than 200 resolutions along the bandwidth continuum, enabling the best quality at any bit rate.
- ✓ At most bandwidths, LifeSize delivers 2-4x the performance of the competition.
- ✓ 720p, 30 frames per second at 1Mbps and DVD quality at 512Kbps.

LifeSize Performance and Flexibility at 720p, 30 frames per second



The Best Performance Multipoint Conferencing – On the Planet

Extending quality to multiple participants without tradeoffs

Many people are needed to make informed decisions. LifeSize has built the highest performance multipoint bridge architecture available in an embedded bridge system.

So you get the LifeSize performance advantage and the power of AMC while you add participants in real time. Innovation and collaboration can't always be "scheduled".

Only LifeSize provides:

- ✓ Embedded, on-demand HD multipoint for up to 6 sites in all HD modes – 720p30, 720p60 or 1080p30 full size, full frame-rate, with HD content sharing included in the base price.
- ✓ Transcoding - assurance that low performance systems won't reduce the experience for everyone in a multipoint call.
- ✓ Virtual multiway with custom video layouts enabling all users to see the conference from their point of view: 2x2, active talker in full screen, and manual switching modes.
- ✓ On demand multipoint conferencing on the world's best embedded HD video bridge. Maintain that telepresence experience while adding participants in real time.



Time is money, Time is precious

Key questions to consider:

1. What tradeoffs are you making for quality?
2. What sacrifices are you making in motion quality to get HD, setting for sharpness?
3. How about security? Can you use encryption and maintain the quality of your picture?
4. What about sharing any document? Will you steal some of the bandwidth from the video to share a presentation?
5. Does a lower end video system in a multi-party call bring everyone down to the lowest common denominator?

Only LifeSize can answer these questions without tradeoffs.

The simple choice

Your high expectations should be met when it comes to visual communications. You shouldn't have to think about motion clarity, or worry about available bandwidth, or be conscious of how much you move during a video call, or wait until there is available port capacity on the bridge before calling in your peers to make a decision. You want your teams focused on innovating, collaborating, saving money, saving time, going green, winning. The choice is simple. There is no need to compromise.

**That is the LifeSize Advantage.
And that sounds like smart business.**



Our technicians used to repeat the trainings over and over again at every office. Now we train in five countries at the same time. Not only does it save on travel, but it also saves an enormous amount of precious time.

Dirk Robberechts, Information Systems and Infrastructure Manager, Toshiba TEC Europe Retail Information Systems S.A, Brussels, Belgium



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