

# Logitech® Acquisition of LifeSize® Communications Frequently Asked Questions

#### Why did Logitech acquire LifeSize?

Logitech and LifeSize believe that anywhere there is voice there should be video. We share a vision for how life-like HD-video communication can become as mainstream and seamless as a telephone call – for anyone, anywhere – whether people are meeting in the board room, at their office desk, in a remote-location meeting room, telecommuting from home or on the go with a laptop.

Logitech expects this acquisition to enable the company to extend its leadership in video communication beyond the desktop. Logitech has been leading the way for high-quality video at the desktop and can now come together with LifeSize to offer this across all the environments, and accelerate making video a mainstream communication tool.

### What does LifeSize expect to gain from the acquisition by Logitech?

LifeSize was founded with the vision of providing life-like visual communication solutions to change the way the world communicates. Video should become as common as audio across large businesses, public institutions, and small-to-medium businesses. It should be as natural and vivid as if people are physically present in the same room. Logitech is a pioneer in the market for video calling on the PC and continues to be the innovation leader. Our combined proven innovation in video communications, along with Logitech's global presence and world-class operations, can help accelerate mainstream adoption of video communication by anyone, anywhere.

### What does the combination of Logitech and LifeSize bring to video communication?

Logitech is a leader in PC-to-PC video communication and LifeSize is a pioneer and innovator of HD-video communication in the enterprise. Both companies have innovative product portfolios, technology expertise and a commitment to partnerships and open standards, which are key ingredients for driving mainstream adoption of video communication across enterprise and SMB environments.

### Who will Logitech and LifeSize partner with?

Logitech and LifeSize plan to pursue existing and new relationships with unified communications, collaboration and VoIP industry partners and competitors to drive the development of an open eco-system for interoperable video communication.

### Frequently Asked Questions (continued)

### Will LifeSize move away from the enterprise and toward the SMB and consumer markets?

Mainstream adoption of high-quality video communication is critical for all segments. The enterprise opportunity is very important to us, and our goal is to accelerate opportunities in the enterprise and mid-market. At the same time, the SMB market is still untapped, and we believe that Logitech and LifeSize can build this market. Our vision is for people to experience life-like, HD-quality video meeting wherever they are – sitting in an enterprise boardroom or in a remote-location meeting room.

## Are you going to continue using the LifeSize brand? How does this acquisition fit with Logitech's strong consumer brand?

We are planning to continue using the LifeSize brand.

In terms of fit, although Logitech is most known as a consumer brand, a significant part of our sales are to business customers. Logitech promises to immerse and delight people in the digital world – and this promise is relevant to customers in business or institutional environments of all sizes, as well as at home.

## Can Logitech and LifeSize compete against the large established players in video communications?

LifeSize has been competing effectively in this market as a smaller company, even against the larger, established players. We believe that the video communications market has room for multiple players, especially those who focus on innovation and collaborate to build an open eco-system that drives interoperability. Additionally we see significant opportunity in delivering the life-like, immersive communications experience in a highly scaleable, flexible, affordable solution compared to centralized, highly structured, expensive approaches to enterprise communications networks. We believe that Logitech and LifeSize will offer compelling innovation that can accelerate our opportunities in this market.

### Is LifeSize still committed to enterprise solutions?

Our strategy will not change. Our objective has been to provide mainstream HD video communication solutions for every company and public entity. An ever growing number of Global 1000 companies are standardizing on LifeSize solutions. That should only increase as LifeSize continues to drive innovation throughout the video communication solution.

As part of Logitech, LifeSize can accelerate that promise to more companies across the globe, including companies that to this point may not have been able to participate in high-quality video communication solutions.

### Frequently Asked Questions (continued)

### What are the growth drivers for video conferencing/communication?

An increasing demand for video communication is being fueled by the globalization of business and the high tolls of business travel – on the environment, on budgets, on the productivity of the organization and on the individual. In addition, video is an integral part of communication for the new generations of people entering the workforce. And finally, technology is allowing us to drive price/performance as well as advances in user interfaces, interoperability, security and manageability.

#### What business opportunities does this acquisition present to LifeSize's reseller partners?

The opportunities we see could provide LifeSize's channel partners with increased growth and profitability. Logitech has a track record of entering categories where there is opportunity to add greater value for users through innovation. Logitech's goal is to enable LifeSize to accelerate its growing success in the enterprise by continuing to invest in enterprise-relevant innovation and increasing awareness among business and public-institution customers.

Logitech expects to enable LifeSize to accelerate this success by leveraging many of Logitech's strategic assets:

- Strong financial position to support LifeSize's growth plan
- Innovation and technology
- Strong partner relationships with leading technology companies
- Supplier and supply chain efficiencies

Beyond accelerating LifeSize's enterprise solutions success, Logitech and LifeSize believe that the combination of the two companies positions us to successfully bridge the gap between PC-based video conferencing and room-based solutions, by offering HD-quality solutions with superior price/performance for smaller meeting rooms, the executive desktop, small businesses and home offices – all of which will provide significant growth opportunities for our channel partners.

### Will LifeSize remain a standalone company or will it be integrated into Logitech?

LifeSize will be a division of Logitech, led by Craig Malloy as the CEO. LifeSize will keep its name and operate much the same as it has been with additional support from Logitech.