REFERENCE PAPER

LifeSize Integration with VBrick

Table of Contents

Overview 3

Unique Characteristics of Streaming Video 3

Major Trends in Enterprise Streaming Video 4

Streaming Video Applications 5

Key Requirements for an Enterprise Streaming System 5

LifeSize and VBrick 6

LifeSize Video Center 7

VBrick Systems 7

LifeSize and VBrick – The Perfect Combination 8

Mobile Device Support 9

Scalable Distribution – Enterprise and Internet 10

Social Networking 12

Security 12

Conclusion 13

LifeSize Integration with VBrick

Overview

Organizations of all sizes are utilizing streaming video as part of their overall communications strategies. Numerous studies have shown that video is the most effective means of communication for impact and retention. This has been proven in the real world by thousands of customers who are using video to enhance their enterprise communications.

Progressive organizations are utilizing video communications to inform their constituents, gain competitive advantage and engage the younger workforce and students. Investments in video conferencing infrastructure can be leveraged to stream and record content from video conferencing systems located in classrooms, meeting rooms and offices. Video conference and streaming functionality also can be integrated into an organization's Unified Communications (UC) strategy, thus creating a truly integrated communications platform.

However, it is important to note that video is very different from other data types. There are many challenges to ensure that video is always accessible without disrupting the network and other mission critical applications. *This can be accomplished only by implementing an enterprise video streaming system.*

STREAMING VIDEO DEFINITION

Streaming video, also known as "streaming media" or "online video," is the process of delivering a video and audio clip over any Internet protocol (IP) network, including wireless. There are a variety of technical methods for doing so, but the key point is that the video stream originates from a central server, or multiple servers, and is delivered to multiple end users who view it on their computers, mobile devices or televisions.

Streamed video can be viewed live or on demand. *Live streaming video* means that the event is being streamed and viewed as it happens. *On-demand video* means that an event, meeting or some other production has been recorded and uploaded to a server so that viewers can watch it at a time that suits them.

Unique Characteristics of Streaming Video

There are three key differences between video and other data types:

1. **Bandwidth**
   - Video (especially live video) requires a consistent amount of bandwidth to deliver a positive user experience.
   - Video consumes much more bandwidth than other data types. For example, a high definition video stream might require 768 Kbps or more.
2. **Storage**
   - Video files are typically much larger than those of other data types.
   - For example, a one-hour high definition video (encoded at 768 Kbps) would require almost 350 MB. Compare that to a typical email of 75 KB or a large Word doc or PDF of 1 MB.
3. **Simultaneous Access**
   - The biggest difference is that multiple people can access the system at the same time, especially for live video.
   - This can create bandwidth issues if the streaming system is not properly deployed, and organizations need proper planning and technology to ensure success.

This paper will discuss how LifeSize and VBrick can help organizations overcome these challenges.

LifeSize
A division of Logitech

Major Trends in Enterprise Streaming Video

Any way you look at it, video usage is exploding. Video will account for more than 50% of total Internet traffic by 2012 and 90% by 2015.[1] Additionally, mobile video is expected to grow 100% **per year** until at least 2015.[2]

As is the case with many of today's technologies, consumer use of video is bleeding into the enterprise. As people view streaming video in their personal lives, they naturally understand the unique ways it can be used and want to incorporate that in their professional lives. If the organization does not embrace video, then the employees will implement it on their own, which could lead to the loss of confidential information.

This is why progressive organizations are aggressively implementing enterprise video streaming solutions to complement their video conferencing infrastructure. The market is big and is growing rapidly.

What has led to this growth in streaming video in the enterprise?

1. Improved User Experience

Gone are the days of looking at grainy, postage-stamp sized streaming video. Organizations today are delivering high definition video to PCs, Macs, mobile devices and even televisions. The improvement in quality is the result of better compression and delivery technologies. Simultaneously, the capabilities to publish and consume video have improved tremendously, including social networking capabilities. Users are able to publish, rank, comment and take action on videos that they have viewed. This helps to increase their value and let the good content "rise to the top."

CHART 1 Streaming Video Examples

	Live Streaming	On Demand
Consumer	Sporting Events (Major League Baseball, Olympics, etc.) Concerts Presidential Addresses	YouTube™ News Clips Hulu™ Netflix™
Business/ Education	Executive Broadcasts Town Hall Meetings Training Events Distance Learning	Enterprise YouTube (Employees shoot and upload video) Video Datasheets Customer Testimonials Classroom Recordings

Wainhouse Research estimates that the total market for enterprise streaming solutions was almost $500 million in 2010 and forecasts it to grow to nearly $1.5 billion by 2015.[3]

2. Mobile Device Explosion

The explosion of mobile devices and tablets has led to both the increased consumption and the increased creation of video. Tablets and smartphones can now participate in video conferences just as well as traditional room systems. These same devices can be used to easily capture and publish video for later viewing by these same mobile devices.

3. Immediacy

Creating video is no longer only the domain of executives and a team of video production staff with weeks of preparation. Video can be created by anyone, anytime, with innovative new products such as the LifeSize Video Center, which allows for single button recording and streaming.

4. Cloud-Based Services

Cloud-based services such as LifeSize Connections for video conferencing and VBrick's Online Streaming Service (VBoss) for streaming allow organizations to roll out video to internal and external audiences easily and cost-effectively to complement on-premise deployments.

Frost & Sullivan indicates that the enterprise webcasting market (a slice of the overall enterprise video streaming market) is just entering its growth phase, as it is expected to grow nearly 25% per year to 2017.[4]

Streaming Video Applications

The technology for streaming video is available and mature, and customers are using streaming video to support a variety of applications. In many cases, these applications supplement or replace traditional forms of communications—email blasts, phone calls and conference calls and even printed materials. And customers are finding unique ways to deploy streaming video every day, in ways not even thought of yet.

There are certain applications, however, that tend to be consistent across all types of customers (*Chart 2*).

Key Requirements for an Enterprise Streaming System

Based on the preceding information, it is important to stress some key requirements of an enterprise video streaming system so that organizations are able to gain the full benefits of such an implementation. There are six key requirements that must be addressed with any system:

1. Ease of Use

Video is a new paradigm for many users and can be intimidating to some at first. If the new functionality requires excessive training and time commitment, users simply will not utilize it to its fullest extent.

Creating content needs to be as easy as pressing a button. Content must be easily searched. Accessing video needs to be as simple as watching a video on YouTube. Users need to be able to simply click on a link and watch the video play.

CHART 2 Streaming Video Applications

Application	Description
Executive Broadcasts/Town Hall Meetings	Company executives address all employees in the company with a live video stream. The event is recorded so that those who could not attend are able to view it later. Refer to *Case Study A*.
Video Sharing of Institutional Knowledge via "Enterprise YouTube"	Organizations allow their employees to create, publish and share videos with the rest of the organization. For example, a customer service department can create videos to demonstrate how to troubleshoot an issue. Or a branch manager can show how a new store layout improved traffic flow. The possibilities are endless. Refer to *Case Study A*.
Training	Training sessions can now be streamed live and recorded for later, on-demand viewing, decreasing cost and increasing accessibility.
Recording Meetings	Many organizations record meetings so that those who could not attend can view them at a later time, often for compliance purposes. Existing video conference equipment and products such as LifeSize Video Center make recording extremely easy.
Classroom Streaming and Recording	One of the most popular applications in higher education, streaming and recording of classroom sessions, is now straightforward. This helps facilitate distance learning for students who cannot be physically on campus and also allows for an improved learning experience by allowing students to review previous classroom sessions. Refer to *Case Study C*.
Marketing	Sales and channel training, product launches, customer testimonials and "video datasheets" are all ways that marketing departments are using streaming video to tell their stories.
Digital Signage	Digital signage, enhanced with video, allows organizations to reduce printing costs, enable rapid changes, and grab constituents' attention, ultimately improving communications.
Television Distribution	Television distribution in the enterprise entails receiving a television feed (via cable or satellite or over the air) and converting it into a streaming video that can be viewed on the IP network.
Surveillance and Monitoring	The same system that is used to distribute video to end users can be used to capture surveillance video or monitor high-value equipment such as factory lines or offshore oil rigs.

2. Integration with Video Conferencing and Unified Communications

As organizations move toward a UC environment, it is critical that their video conferencing technology seamlessly integrates with the UC environment. Similarly, from a streaming video perspective, users need to be able to publish, view and collaborate on video without having to leave the UC client tools. Ultimately, the video conferencing, video streaming and UC tools all need to work in tandem as an end-to-end solution.

3. Mobile Device Support

Today, organizations must deliver video to more than just PCs or Macs. Today's users have multiple devices (laptops, smartphones, tablets), and they wish to use them all to access video. The solution must be able to seamlessly deliver video to a variety of mobile platforms without requiring new workflows or manual configurations.

4. Scalable Distribution – Enterprise and Internet

Depending on the video being created, organizations may want to distribute that video on their internal networks or on the Internet. Technically, very different mechanisms are used in each case to distribute the video effectively. The bottom line is that the solution needs to be able to seamlessly reach both types of users.

5. Social Networking

The streaming video system needs to be able to provide an easy way for users to publish, view and collaborate on video. Features such as Favorites, Rankings, Comments and others help to make video more "social" and allow multiple parties to add value to the video content. This also helps to increase its value and let the good content "rise to the top."

6. Security

Video-based communications are impactful and often have confidential information that needs to be protected. The streaming system needs to ensure that users have access only to video that is appropriate for them. Additionally, different levels of system access should be provided based on the users' roles in the organization.

Gartner estimates that hours of video streamed per month will increase 50% from 2010 to 2012.[5]

The ability to integrate with current enterprise security and user databases such as Active Directory and LDAP is paramount. Additionally, the system needs to be able to encrypt content and provide the capability to easily traverse firewalls.

LifeSize and VBrick

LifeSize and VBrick have partnered to bring the industry's most powerful video conferencing and video streaming solutions to market. LifeSize, a division of Logitech, is a leader in high definition video collaboration. The company shook up the industry in 2005 by delivering the world's first mainstream high definition video conferencing systems and in 2010 debuted LifeSize Video Center. LifeSize Video Center works in conjunction with LifeSize and third-party video systems to stream and record content.

VBrick Systems is the worldwide leader in enterprise video streaming solutions and was recently named the market share leader in enterprise video webcasting solutions by Frost & Sullivan. VBrick's solutions complement LifeSize Video Center by providing enhanced distribution capabilities, integration with Microsoft Unified Communications solutions such as Lync and SharePoint and additional video streaming applications.

The combination of LifeSize and VBrick provides a best-of-breed capability that is unprecedented in the market. Together, LifeSize and VBrick can meet any organization's video communications requirements.

The key to the partnership is LifeSize Video Center. The LifeSize Video Center provides the "glue" that holds together the video conference functionality for which LifeSize is famous and the video streaming functionality for which VBrick is famous.

Let's take a look at the unique capability of LifeSize's and VBrick's solutions and then summarize why they are so powerful in combination.

LifeSize Video Center

LifeSize Video Center is the industry's most advanced streaming and recording solution. The following are the unique attributes of LifeSize Video Center:

- **Easy to Use** – One-button recording requires no training and is a simple extension to initiating a video conference.
- **Ubiquitous** – Only one LifeSize 220 endpoint needs to distribute the stream to the LifeSize Video Center, allowing content to be created even when in conferences with non-LifeSize systems, for example, with users participating with Microsoft Lync or on non-LifeSize video endpoints.
- **Mobile** – Native support for Apple iPad/iPhone/iPod. Automated adaptive streaming creates mobile profiles.
- **High Performance** – Encoding is done on LifeSize 220 video systems, which eliminates the need to transcode on the LifeSize Video Center. This provides unrivaled performance and immediate auto-publishing—no more long transcoding delays.
- **Easy to Deploy** – Existing video conferencing infrastructure can be leveraged, and appliance form factor makes installation simple. Flash-based streaming requires no player download for PCs or Macs.

For more details on the LifeSize Video Center, please visit our website at http://www.lifesize.com/Products/Infrastructure/Video_Center.aspx

VBrick Systems

VBrick's solutions complement and enhance the streaming capabilities of LifeSize Video Center. The primary integration points are laid out below:

VBrick Enterprise Media System (VEMS) – VEMS is VBrick's core media management software suite. VEMS modular software provides an advanced viewing portal and additional optional modules such as Scheduling, Webcasting and Reporting. The software also integrates with both Microsoft SharePoint and Microsoft Lync to allow users to view video in those environments.

VEMS utilizes LifeSize Video Center's API to automatically list the available content from LifeSize Video Center in the VEMS portal. LifeSize Video Center integration with the VEMS provides several benefits:

- **Improved Scalability** – VEMS and the VBrick Distributed Media Engines (DME) ensure that only one video stream traverses low bandwidth WAN links, while delivering video to multiple users on the far end.
- **Enhanced Functionality** – VEMS integrates with Microsoft Lync and SharePoint to allow viewing in those platforms. The social networking and reporting capabilities of VEMS provide industry-leading features and functionality.
- **Additional Applications** – VEMS allows for multiple applications to be delivered from one platform—for example, television distribution and digital signage—thus reducing management cost and complexity.

FIGURE 1 VBrick VEMS Mystro™

VBrick Distributed Media Engine (DME) – The DME simplifies delivery of video across multisite enterprises and campus environments. Typically deployed at the network edge, the DME is a single, integrated platform that provides media redistribution, media transformation, as well as video-on-demand content serving and storage.

The benefits of the DME are all about distribution of video to multiple locations. The Media Redistribution functionality eliminates the need for users to pull multiple simultaneous streams over WAN links, which would ultimately create a bandwidth issue. The DME, in conjunction with VEMS Intelligent Video Networking functionality, solves these distribution issues. Users pull video from a local source and minimize video traffic over low-bandwidth WAN links.

VBoss – VBoss is VBrick's cloud-based solution that provides all of the tools needed to deliver and administer live and on-demand video over the Internet.

For organizations wishing to deliver video on the Internet, a service such as VBoss is key. VBoss eliminates the complexity of delivering Internet video and ensures that bandwidth will not be an issue.

More information on VBrick solutions can be found at www.vbrick.com.

LifeSize and VBrick – The Perfect Combination

The combined LifeSize and VBrick solutions exceed all of the requirements for enterprise video delivery. Let's review the six key requirements and understand how LifeSize and VBrick exceed them.

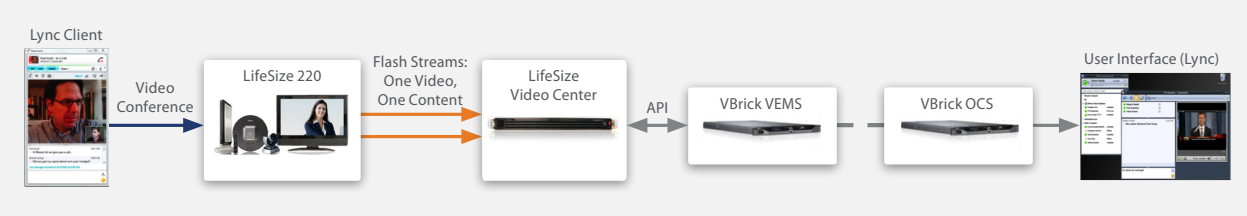
1. Ease of Use

Initiating a stream and recording could not be easier. Using the intuitive LifeSize remote control with a LifeSize 220 series video system, users simply press the blue record button and the session is recorded and optionally streamed live. The video will automatically show up as a live stream in the VEMS interface for those who have permission to view it. Once the recording is complete, it automatically displays in the VEMS Video on Demand library. Searchable metadata is included with the video so relevant content is easy to find. Viewing is as easy as pressing the play button.

2. Integration with Video Conferencing and Unified Communications

LifeSize and VBrick have both partnered with Microsoft to integrate with the Microsoft Lync Unified Communications environment. LifeSize has qualified many of its video conferencing products with the Microsoft solutions to allow LifeSize systems to call Microsoft Lync clients. Similarly, VBrick is a Microsoft Business Partner and Microsoft Development Partner and recently was named Public Sector Partner of the Year by Microsoft. VBrick has integrated its streaming solutions with both Microsoft Lync and Microsoft SharePoint, allowing users to view and collaborate on video from within either platform.

FIGURE 2 How Integration Works



The combined LifeSize and VBrick integration provides for end-to-end integration with the Lync and SharePoint system. Here is how it works:

- LifeSize video conferencing systems can participate in video conferences with Microsoft Lync clients.
- To stream and record one of these sessions, the user simply presses the record button on the LifeSize remote control.
- In a typical deployment, users would then be able to view the video within the VEMS interface. With the Microsoft Lync integration, users would also be able to view the live stream directly in the Lync interface. Users can even invite others to view the same live stream and can chat about it in real time, utilizing the Lync chat functionality. They could even escalate their communications to a voice or video call if warranted.
- Once the live stream is complete, the recorded file will then be present in VEMS. If the customer has deployed the SharePoint integration module, the video will actually be able to be accessed from directly within SharePoint. This is extremely important as organizations attempt to centralize their information sharing.

Mobile Device Support

The combined LifeSize and VBrick solutions can deliver video to all of the most popular mobile devices, including laptops, smartphones and tablets.

LifeSize Video Center can automatically transform the video stream into a format appropriate for the iPad/iPhone/iPod. Users who access the video from those platforms will receive a video stream optimized for their devices.

Similarly, for users who may be accessing the video from a VBrick Distributed Media Engine (DME), the DME can also transform the video into the iPad/iPhone/iPod format or to Flash video for Android devices that support Flash. The remote transformation capabilities of the DME also are important in ensuring that only one stream is pulled over the WAN to conserve bandwidth.

Finally, VBrick's VEMS system creates mobile-optimized web pages for mobile devices that are accessing the VEMS system. VEMS continues to provide access control, logging and other functionality for these mobile devices, just as it does for PCs and Macs.

Scalable Distribution – Enterprise and Internet

Most solutions on the market focus on delivering video either on enterprise networks or on the Internet but not both. VBrick's solutions uniquely provide the ability for the customer to stream both on the enterprise networks and on the Internet through its VBoss service. Only LifeSize and VBrick can provide this functionality in a seamless workflow.

Why is this important, and what are the differences between enterprise and Internet delivery? The best way to describe it is through an example.

Let's say an organization wants to conduct an executive town hall meeting with 10,000 employees. The company loves the high definition video quality it gets from its LifeSize video conferencing units, so it wants to stream the video in high definition also.

The following describes the setup:

- 5,000 of the viewers are located at the company headquarters.
- 1,000 are at each of four regional offices connected to the main office by T1 lines.
- The remainder can access the video only over the Internet due to travel.

First, let's consider the delivery to the employees who are located at the enterprise locations. The headquarters location has a high bandwidth backbone, but since the event is streaming in high definition, 768 Kbps will be needed for each user if the streams are delivered via unicast. That adds up to a lot of bandwidth from the server (almost 4 GB/sec!) and is not a scalable method of delivery.

The VBrick DME can help solve this problem. The DME can pull one stream from LifeSize Video Center and then multicast the stream on the Local Area Network

CASE STUDY A

Large Enterprise Customer Town Hall and Enterprise YouTube

A large company has purchased LifeSize Video Center in order to stream and record events. The company has primarily been using LifeSize Video Center to record meetings and also has done several events that had approximately 750 viewers each.

The CEO was so impressed with the new capabilities that she wants to deliver a company-wide town hall meeting to the entire staff of 50,000 to announce a major new company direction. She wants executives in other locations (for example, Europe and Asia) to be able to participate in the meeting and provide their perspectives.

LifeSize easily met the need for multiple presenters in multiple physical locations. The company utilized its LifeSize systems in each location and switched between locations depending on who was speaking at the time. One stream was sent to LifeSize Video Center for distribution.

Due to the size and complexity of the town hall event, LifeSize brought in VBrick Systems to help design the video distribution solution. VBrick provides added capabilities for large-scale and multisite distribution utilizing VEMS and the DME. Additionally, VBoss allowed the customer to easily distribute the video on the Internet for individuals who were traveling.

The company is so happy with the results that it has expanded its offering to also provide Enterprise YouTube capabilities. This means its associates can create and upload video that can be shared throughout the organization because it realizes that there is a huge amount of value in the knowledge that its associates have. It even plans to run contests and publish the best submissions on the company website.

Users can create videos in a variety of ways: with their webcams, phones or video cameras. They can also use software such as VBrick's Rich Media Desktop to create videos that combine a webcam with desktop sharing.

After users upload video into the VEMS, there are a variety of social networking features that viewers can use on the video. For example, users can rank, comment, recommend and make a video a favorite. The company can track which videos are most popular through the VBrick reporting tools.

The company has seen great success from the initiative, and its associates are much better informed about best practices throughout the company.

(LAN), which means the DME sends one stream onto the network and anyone can "tune in" to the stream. This reduces the load on the server and the network, and all 5,000 users can easily be serviced.[6]

The next challenge is reaching the users in the regional offices. Typically, the Wide Area Network (WAN) connections are not multicast enabled, so the users will need to access the video as a unicast. But again, bandwidth becomes an issue. Since the stream is 768 Kbps and the connections are T1 (1.5 Mbps), all available bandwidth is used up by only two users. Fortunately, the VBrick DME can solve this problem. It can receive a single unicast stream and then **redistribute** it to users at the regional office (either multicast or unicast). In this case, only one stream needs to traverse the WAN, but all of the users at the regional office can still receive a high definition video stream.

Regarding Internet users, the organization could attempt to serve them from its own infrastructure, but again, 1,000 users at 768 Kbps will quickly overwhelm most organizations' Internet bandwidth. The solution is the VBrick Online Streaming Service (VBoss). VBoss is a cloud-based service that removes all of the complexity involved in streaming video over the Internet. The organization simply needs to send one video stream to the VBoss service, and VBoss will deliver the video to all of the end users over the Internet. VBoss is a simple and effective way to deliver video to Internet users.

CASE STUDY B

Midsized Company Deploying SharePoint and Microsoft Lync

A midsized company has implemented SharePoint as its main content repository for sharing information and Microsoft Lync to replace its outdated PBX. The company wants to leverage these as the primary communications tools for its employees.

The company utilizes its LifeSize systems to call Lync software clients when employees are out of the office or working from home. Any of these sessions can be streamed live from LifeSize Video Center and recorded for on-demand viewing.

Recorded content can also be published and viewed in SharePoint through the VBrick VEMS SharePoint Integration model. Additionally, through the VBrick Lync Gateway, users can view live sessions directly in their Lync client. They can also collaborate about videos that they are watching with other employees through chat.

While the preceding example focused on live video delivery, the same challenges hold for video on demand. (The only difference, in many cases, is the number of simultaneous viewers.) VBrick's DME and VBoss service both also work with on-demand files, so the same bandwidth efficiencies can be obtained on demand.

Only the combined LifeSize and VBrick solutions are able to distribute the video to all types of network locations—enterprise and Internet—and all device types. This capability can make the difference between a successful deployment and one that falls short of expectations.

Social Networking

Video is no longer a passive viewing experience. Users want to be able to collaborate with other users. This increases the value of video, makes the video system more useful and increases the return on investment realized by the organization.

LifeSize Video Center has chat and comment support functionality built in. Additionally, the VEMS system has native social networking capabilities. For example, users can take many actions on a video after they view it:

- **Favorites** – Create a list of their favorite videos for easy access
- **Recommend** – Recommend a video to their colleagues to increase productivity
- **Comment** – Add a comment to enhance the video
- **Rank** – Ranking videos allows the best content to "rise to the top"

VEMS also has capabilities that are built into the system or managed by administrators. These include the following:

- **Popular** – The most popular videos automatically show up in the Popular page
- **Required** – Administrators can make certain that videos required for users or groups of users are actually viewed
- **Featured** – Administrators can make certain that some videos are featured, usually important videos that users are encouraged to watch, such as an executive town hall

Again, video is no longer just about viewing. It is about creating information that is useful to employees or students to help them be more productive. The social networking capabilities of the solution allow this to happen.

Security

The combined solution from LifeSize and VBrick protects sensitive information from creation to viewing. However, they do so in an easy-to-use manner that minimizes the burden on users.

LifeSize Video Center has the capability to create recording keys, which prevent unauthorized use of the system and enable auto publishing. Multiple recording keys can be created, and these can auto-create metadata that is associated with the video (title, description, channel, author, tags, access permissions, video quality, and bitrate).

CASE STUDY C

University Utilizes LifeSize and VBrick for Classroom Recording

A large university has deployed LifeSize video conferencing solutions to enable its distance learning initiatives and to connect with other universities and corporate partners worldwide.

The university decided to implement a streaming and recording solution so that all of its classrooms could be streamed live and recorded for on-demand access. Since it had already made the investment to place LifeSize video systems in the classrooms, it was able to implement the program in a very cost-effective manner by simply deploying a single LifeSize Video Center appliance. Each of the LifeSize video systems can stream live to the Video Center, which can redistribute the content to multiple end users and also record the content—both the video of the lecturer as well as the presentation graphics.

Since most of the end users will access the content via the Internet, LifeSize Video Center sends one stream to VBoss, which can then distribute the content to an unlimited number of users on the Internet. On-demand content can also be delivered via VBoss.

The university wants to allow users to embed the video files into the professor's Blackboard pages, which can easily be done by linking to the video URL in Blackboard or pasting the embed code into the Blackboard page. For more advanced integration, the Blackboard system can leverage the LifeSize API to automatically list videos from LifeSize Video Center in the Blackboard system.

Once the video is created, it can be accessed through VEMS. VEMS has a very powerful Access Control functionality that balances ease of use with tight security. The first thing to note is that VEMS can tie into an organization's Active Directory or LDAP user directory. VBrick has supported this functionality for over eight years and has the most flexible and powerful integration on the market due to constant enhancements based on customer feedback.

Once users and/or groups are added to the system, most organizations manage access to content through categories. So any given group—for example, Marketing—can have access to any given category—for example, Product Launches. Any new content that is published into the category will automatically be made available to those who can access that category. This makes the system extremely easy to manage.

The Access Control system also employs roles. Roles allow users to have certain capabilities inherent in the system. For example, system administrators control the networking capabilities of the system, content administrators can manage content, and schedulers can schedule events.

Finally, all pages in VEMS can be encrypted using SSL. And all content that is delivered is "firewall friendly," meaning that the streams will be able to securely traverse firewalls without any firewall reconfiguration.

Conclusion

The use of video as a communications tool within organizations is exploding. Progressive organizations are aggressively implementing video streaming solutions to complement their video conferencing infrastructure. It is crucial that these solutions integrate tightly. Additionally, it is important to look to the future and consider how these solutions will fit into a larger UC environment.

LifeSize and VBrick have partnered to deliver the industry's most powerful video conferencing and video streaming solutions. The combination of LifeSize and VBrick provides a best-of-breed capability that is unprecedented in the market. Additionally, both LifeSize and VBrick provide solutions to integrate seamlessly with the Microsoft UC environment.

Together, LifeSize and VBrick can meet any organization's video communications requirements. Please contact us and allow us to design a solution to address your requirements.

1 http://www.tvtechnology.com/article/121344

2 http://www.slideshare.net/kleinerperkins/kpcb-top-10-mobile-trends-feb-2011

3 Wainhouse Research, Enterprise Streaming Solutions Market Size and Forecast, June 30, 2011.

4 Frost & Sullivan, World Enterprise Video Webcasting Solutions, 2011.

5 Gartner, MarketScope for Video Content Management and Delivery, February 4, 2011.

6 Currently, the DME must be configured manually to redistribute the stream from the LifeSize Video Center. By the fourth quarter of 2011, this process will happen automatically.

Universal Video Collaboration

About LifeSize

LifeSize is a pioneer and world leader in high-definition video collaboration. Designed to make video conferencing truly universal, our full range of open standards-based systems offer enterprise-class, IT-friendly technologies that enable genuine human interaction over any distance. Founded in 2003 and acquired by Logitech in 2009, LifeSize, with its commitment to relentless innovation, continues to extend the highest-quality video conferencing capabilities to anyone, anywhere. As a founding member of the Unified Communications Interoperability Forum (UCIF), LifeSize partners with leading technology companies to enable interoperability of leading hardware and software solutions. The company is headquartered in Austin, Texas, with regional offices throughout Europe and Asia Pacific, and a network of over 1500 channel partners. Our systems are used by over 15,000 leading companies, in over 100 countries.

For more information, please visit **www.lifesize.com**

LifeSize®
A division of Logitech

AMERICAS:
LifeSize
1601 S. MoPac Expressway
Suite 100
Austin, Texas 78746 USA

+1 512 347 9300
Toll Free US +1 877 543 3749
E-mail info@lifesize.com
www.lifesize.com

EMEA:
LifeSize Regional Office
49 89 20 70 76 0 (Germany)
Toll Free Europe 00 8000 999 09 799

APAC:
LifeSize Regional Office
+65 6303 8370 (Singapore)

© 2011 Logitech. All rights reserved. Information contained in this document is subject to change without notice. LifeSize is the registered trademark or trademark of Logitech. All other trademarks are the property of their respective owners.

WP_VBrick_Integration_1111