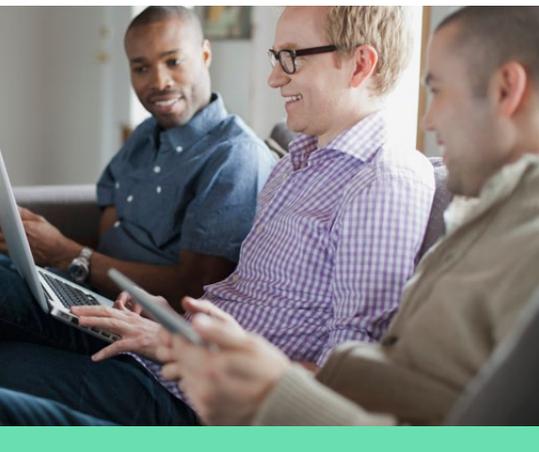




Smart Video™ from Lifesize: Video Conferencing for Everyone

**A special report by Dr. S. Ann Earon,
commissioned by Lifesize**

Traditionally, making a video conferencing call meant pressing dozens of buttons, deciphering a complicated remote control and navigating through an intimidating user interface. This is one of the key reasons, along with the outrageous cost and burden on IT resources, that some companies have been too intimidated to implement HD video communications in their organization and fully embrace this valuable technology. As a result, many users forgo video altogether and opt to use audio or web conferencing instead. When this happens, companies deprive themselves of some of the fundamental benefits that video collaboration solutions provide, including:



INCREASED PRODUCTIVITY AND EFFICIENCY

- Reduce Travel Risk & Unproductive Travel Time
- Better Structured & More Productive Meetings
- Immediate Information Exchange
- Faster Response
- Expedited Decision Making

IMPROVED MANAGEMENT COMMUNICATIONS

- More Face-to-Face Collaboration At All Levels
- Increased Flexibility

ENHANCED BUSINESS OPPORTUNITIES

- Customer Service
- Competitive Advantage

For individuals who are seeking room-based video solutions, but who have hesitated making a purchase, or upgrading existing technology due to perceived cost or complexity, the video market has recently changed. Much as the introduction of the smartphone dramatically changed how people engaged with their mobile device, Lifesize has transformed the video communication experience with the introduction of “Smart Video™” through the Lifesize® Icon™ Series.

WHAT IS SMART VIDEO?

The Smart Video experience, delivered by Lifesize Icon Series coupled with Lifesize UVC Platform, provides an intuitive, easy-to-understand UI while maintaining significant features, optimal functionality and high quality.

It is the integrated, connected experience of endpoint and infrastructure that powers the Smart Video experience. When these two seamlessly work together, the complicated technology disappears and what is left is the simplest video collaboration experience for the end user.

In the same way that smartphones transformed the way we view telephony, Smart Video is providing the same transformation to the video collaboration industry. Apps on Lifesize Icon Series are just as easy to access as applications on a smartphone, and presented in an intuitive way to the user. Every feature is accessed with a click of a button, allowing users to focus more time on the meetings that matter and not worry about technology behind it.

Not only is the Lifesize Icon Series easy to use, but it also provides advanced features (such as recording capabilities, multiparty calling and a number of IT management tools). This new solution is ideal for business who are just starting to implement video collaboration because it offers sophisticated features at a very low price point. For IT managers, buying and supporting video conferencing is now more flexible and efficient than ever since Lifesize Icon Series allows you to purchase the infrastructure products you need now and scale as those needs grow.

Lifesize Icon Series is reinventing video conferencing by answering the call of what this industry has needed since its inception: a radically simplified user experience that any organization can embrace. That’s Smart Video.

WHY IS LIFESIZE ICON SERIES DIFFERENT FROM ANY VIDEO COLLABORATION SOLUTION THAT USERS MAY BE LOOKING AT TODAY?

The Smart Video experience blurs the lines between endpoint and infrastructure, delivering a truly connected experience at unbeatable value. Other systems are far more complex for end users to navigate and cannot easily adapt to users’ changing needs.



ONLY LIFESIZE ICON SERIES DELIVERS SMART VIDEO THROUGH:

- Simplified directory navigation: quickly search the unified directory and connect in seconds
- Scheduling capabilities: see the complete schedule, including click-to-join meeting reminders
- Streaming and recording: users can stream and record with the press of a single button
- Multiparty calling: seamlessly integrated ad-hoc and scheduled multiparty calling
- Firewall/NAT: secure full HD video calls within and across networks
- Presentation: intuitive data sharing up to 1080p and custom layout options
- HD video quality: up to 1080p60
- Flexible upgrades: including number of displays, type of camera and resolutions
- Unbeatable value: starting at \$2,999 U.S. MSRP

No other video conferencing solution can match the radically simplified user experience, unbeatable value, and the ability to flexibly scale features and functionality. Coupled with these benefits is the fact that the Lifesize Icon Series is interoperable with any other standards-based video system and is simple enough to be used by any individual, regardless of IT skill level.

USE WEB CONFERENCING WHEN:

- Facial expressions/body language are not important
- Visual information requires immediate modifications and/or approval signatures
- Use Video Conferencing When:
- Facial expressions/body language must be seen or real-time presence is required
- “Seeing” participants, especially when language barriers may be an issue, is important to the success of the meeting
- You need to accelerate the decision-making process
- You want to foster stronger connected relationships between colleagues, customers and vendors

SUMMARY

Making video conferencing intuitive and easy to use will result in more users in your organization discovering the value of video. Since inception, Lifesize has been a leader in offering new, innovative video capabilities, first with HD video and now with Smart Video. Lifesize has once again outpaced the market by offering a smart, full-featured choice that beats the competition with price, features and flexibility. For users looking to get started with video conferencing, planning to migrate to HD video, or wanting to replace outdated systems, Lifesize Icon Series is the best solution for the investment.

ABOUT TRI

Telemanagement Resources International Inc. (TRI) is a 25 year old management consulting firm specializing in marketing, communications, and training with an emphasis on design, assessment, project management, promotions, and training for collaborative conferencing systems. More information about TRI can be obtained at www.TRInc.com.

ABOUT S. ANN EARON

S. Ann Earon has been a researcher and consultant in multimedia communications for 30 years. She holds a Masters in instructional technology and educational administration from Northeastern University, and a Ph.D. from Boston College in business, speech & communications, and education. Dr. Earon is the Chairperson Emeritus for the Interactive Multimedia & Collaborative Communications Alliance (IMCCA), the non-profit industry association for conferencing & collaborative communications. She can be reached at AnnEaron@aol.com.

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Lifesize Icon Series Features

AT-A-GLANCE	FEATURE	BENEFITS
Streamlined Intuitive UI	Calendar integration, meeting directory unified user interface during multiparty calls, unified directory, name-based dialing, search favorites	Users more easily and intuitively make video calls without instruction. Video calls are now as easy as telephone calls.
Integrated with UVC Platform	Easily add powerful video capabilities by turning on UVC applications. Capabilities include streaming and recording of video calls, managing the network, securely traversing NAT/firewalls and hosting multiparty calls	Feature rich Access all features with a click of a button. Worry less about technology. Intuitive operation Unbeatable value Interoperability
Remote Control	Sleek, new design for quick and easy navigation by any user	Easy to use. Operate all features with the push of a button.
Video Quality	Up to 1080p60	HD quality video
Presentation Quality	Up to 1080p; physical data port	Easily share data
HD Monitors	Connect up to two displays	Dual display
HD Camera	Pan, tilt and zoom camera options, including support for up to 1080p60 HD and 10x zoom capability	High quality images
Digital MicPod	360 degree triple microphone beamforming technology for superior voice pickup	Superior audio quality
Phone	Touch screen powering both audio & video	Easily call others
Place Anywhere	Mountable option for wall (VESA) or display	Flexible placement

We promise you've never seen video conferencing like this before. [Request a demo](#) to see Smart Video for yourself.

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