

## **Lifesize® Receives Unified Communications® Magazine's 2008 Unified Communications Excellence Award**

### **Lifesize® Express™ with Focus™; Recognized for Outstanding Innovation**

Austin, Texas — Jan 12, 2009 — Lifesize Communications, the global leader in high definition video communications, announced today that Technology Marketing Corporation's (TMC®) Unified Communications magazine ([www.uc-mag.com](http://www.uc-mag.com)) has named Lifesize® Express™ with Focus™, the world's first high definition video communication system with a retail price below \$5000, as a recipient of its 2008 Unified Communications Excellence Award.

"We are honored to be selected by Unified Communications Magazine for this award, and believe that Lifesize Express with Focus is an ideal solution for enterprises looking to add video to their UC systems," said Craig Malloy, CEO, Lifesize Communications. "We have found that the quality of the experience is the key factor that drives usage, and Lifesize Express with Focus delivers HD video quality with the price-performance and flexibility needed for enterprise-wide UC deployments."

The Lifesize® Express™ video communication system, combined with the Lifesize® Focus™ integrated HD camera and microphone array delivers an immersive, high definition telepresence experience over existing broadband networks. Sleek, powerful and easy to use, Lifesize® Express with Focus can bring telepresence to any room.

Compact, simple and elegant, Lifesize Focus features a high definition video camera that delivers true HD 1280x720 video at 30 frames per second. Built to operate in any office or conference room environment, the camera delivers outstanding image quality in a wide range of light conditions. An integrated two-microphone array with patented beam-forming technology provides excellent sound quality. By integrating the microphone array in the camera housing, Lifesize Focus saves space and eliminates clutter.

"Lifesize has proven they are committed to quality and excellence while addressing real needs in the marketplace. Unified Communications is pleased to grant a 2008 Unified Communications Excellence Award to their Lifesize® Express with Focus," said Rich Tehrani, TMC President and Editor-in-Chief of Unified Communications magazine. "We're proud to honor their hard work and accomplishments and look forward to more innovative solutions from Lifesize in the future."

A full list of Unified Communications Excellence Award winners are published in the November/December, 2008 issue of Unified Communications magazine, [www.uc-mag.com](http://www.uc-mag.com).

### **About Unified Communications magazine**

Launched in July 2007, Unified Communications magazine is devoted to educating enterprise decision makers on why and how they need to deploy unified communications (UC) solutions. Every issue of Unified Communications magazine features a comprehensive news section; case studies of successful deployments and lessons learned; interviews with leading hardware and software companies; and an industry section, featuring analysis of important mergers and acquisition, partnerships and a Wall Street perspective on the unified communications market. Unified Communications has a readership of 160,000.

### **About TMC**

Technology Marketing Corporation (TMC) is an integrated global media company helping our clients build communities in print, in person and online. TMC publishes Customer Interaction Solutions, INTERNET TELEPHONY, Unified Communications, and NGN Magazine. TMC is also the first publisher to test new products in its own on-site laboratories, TMC Labs. TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. TMCnet is read by three million unique visitors each month worldwide, according to Webtrends. In addition, TMC produces INTERNET TELEPHONY Conference & EXPO and Communications Developer Conference.

For more information about TMC, visit [www.tmcnet.com](http://www.tmcnet.com).

All trademarks acknowledged. These products are protected by one or more patents.

### **About Lifesize**

At Lifesize, we understand the power of connecting people to make the workplace great. For more than a decade, Lifesize has been at the forefront of video conferencing and collaboration, delivering high-quality solutions designed to bring people together. We combine a best-in-class, cloud-based video conferencing service, with award-winning, easy-to-use smart devices designed for any conference room so you can connect to anyone, anywhere. It's a meeting experience like no other. Our video conferencing solutions are designed for the demands of today's modern enterprise, yet fully accessible to businesses of any size. For more information, visit [www.lifesize.com](http://www.lifesize.com) or follow the company [@LifesizeHD](https://twitter.com/LifesizeHD).

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