

Aragon Research Positions Lifesize in the Leader Section of the 2020 Globe for Web and Video Conferencing

Evaluation based on completeness of strategy and performance

Austin, Texas — Mar 4, 2020 — [Lifesize](#), a global innovator of video collaboration and meeting productivity solutions, today announced it has been positioned by Aragon Research, Inc. in the “Leader” section of the Aragon Research Globe™ for Web and Video Conferencing, 2020.[1] Lifesize’s positioning as a Leader is in part due to its strengths in cloud 4K video conferencing, integrations with complementary business applications and ability to support a wide range of meeting spaces and conferencing scenarios.

Now in its seventh year, the Aragon Research Globe for Web and Video Conferencing evaluates 19 major technology providers that support key enterprise use cases for video meetings and collaboration. Vendors in the Leader sector of the report are identified as those having comprehensive strategies that align with industry direction and market demand while performing effectively against those strategies.

“The increasing trend is to digitize not only conference rooms, but open workspaces and smaller huddle areas,” said Jim Lundy, CEO, founder and lead analyst at Aragon Research. “Increasingly, digital work hubs will include video meetings as a key requirement that offers seamless integration with day to day work applications.”

Lifesize offers organizations a market-leading combination of [cloud video conferencing service](#), applications and meeting room hardware, featuring the [4K family of Icon systems](#). Collaboration with internal teams and external customers and partners is enhanced with [Lifesize Share](#) wireless screen sharing and room automation devices alongside [integrations](#) with popular productivity suites like Microsoft Office 365 or G Suite and enterprise messaging platforms such as Microsoft Teams or Slack.

“Video conferencing is already a critical component of business communications, but we have only seen the tip of the iceberg in terms of emergent use cases, which range from telemedicine to financial services to customer support,” said Craig Malloy, CEO of Lifesize. “We believe our positioning in the Aragon Globe for Web and Video Conferencing reflects the unique capabilities and differentiated quality we offer customers as well as our continued focus on delivering the global scalability, reliability and interoperability businesses require.”

In 2019, Lifesize was [honored with](#) the Aragon Research Innovation Award, in recognition of its advancements in 4K, emphasis on security, dedication to open standards like WebRTC and integrations with other collaboration tools.

For more details on Lifesize’s inclusion as a Leader in the Aragon Research Globe for Web and Video Conferencing, 2020, download the report: <https://www.lifesize.com/en/ldp/aragon-globe-2020>.

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[1] Aragon Research “The Aragon Research Globe™ for Web and Video Conferencing, 2020” by Jim Lundy, March 3, 2020.

About Lifesize

Headquartered in Austin, TX, Lifesize combines best-in-class, cloud-based video conferencing services with integrated equipment to help you present your business in the best light. Recognized as Frost & Sullivan's Cloud Video Conferencing Vendor of the Year, Lifesize leads the industry in customer satisfaction with the world's first 4K video conferencing solution and 4K service architecture. Together with a full suite of integrations and offerings designed for businesses of any size, Lifesize sets a new standard for workplace communication and productivity on a global scale. To see why companies like Yelp and Major League Baseball rely on Lifesize for their mission-critical team communication, visit www.lifesize.com or follow the company [@Lifesize](https://twitter.com/Lifesize).

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