



Lifesize® Record & Share

Competitive Analysis Series

Why Lifesize Record & Share Is the Best Video Recording and Sharing Solution on the Planet

Lifesize Record & Share is a video recording and sharing solution that lets users easily record from any device (laptop, tablet, smartphone and Lifesize Icon conference room system) and then build their own personal video library that is:

SIMPLE

- **Recording is easy:** Anyone can record with a click from any device
- **Publishing is automatic:** All videos are instantly published to a user's personal video library
- **Sharing is a snap:** Control and share content easily

SCALABLE

- Expands to tens of thousands of users across the entire organization without requiring an overhaul of your network

SECURE

- Users' in-flight recordings as well as at-rest content are safe and fully encrypted

Consider This

Web conferencing vendors like WebEx® and GoToMeeting®, and other cloud video conferencing services like Zoom® and Blue Jeans®, only record content from a laptop.

Competitive solutions only offer a recording solution from your laptop — but what about recording from any device, like your tablet, smartphone and conference room system?

Once you're done recording, other solutions like Zoom and Blue Jeans just dump a file on your desktop — that's it!

Sure, you can record your video call from your laptop app with Zoom and Blue Jeans, but what happens when you're done? It just dumps it on your desktop! Then what? With Lifesize Record & Share, you get a robust, personal video library where you can instantly view, organize, save and share your videos, all from the convenience of your browser.

Ask Yourself

- Would you like to record company meetings, trainings and other events so that they are available to anyone who missed the meeting?
- Do you want to record calls from any device (laptop, tablet, smartphone and Lifesize® Icon™ conference room system)?
- Do you want a solution that automatically organizes and publishes videos into your own video library?
- Do you want an easy way to share videos?
- Would you like a solution that is fully encrypted, both during and after recording, to ensure the security of your content?

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How do you view your videos? With competitive solutions you have to find the file on your computer and then open it with your third-party video player.

Right, because everyone wants a billion video files clogging up their desktops with no easy way to find or organize them! With Lifesize Record & Share, you get a powerful, best-in-class, browser-based video player where you can instantly view your recorded videos. Cue that sigh of relief now!

How do you share your videos? With competitive solutions you have to download the file and email it.

Video files are too large to email — how frustrating! With Lifesize Record & Share you can share a link and control access permissions to your video in an easy-to-use management console. You can even “like” your most popular videos or flag videos to watch later.

What about using a traditional video conferencing solution from Cisco® or Polycom®?

If you like overspending your IT budget on a complex solution that your users won't like, then go for it. Those solutions are very expensive and require an army of IT people to deploy and manage. With Lifesize no IT resources are required to deploy and get it up and running — it's simple to implement and simple to use.

Don't believe us? Take a [test drive!](#)

| | LIFESIZE® | WEBEX® | GOTOMEETING® | BLUE JEANS® | ZOOM® |
|--|-----------|--------|--------------|-------------|-------|
| Recording via laptop, tablet, smartphone and conference room system | ✓ | X | X | X | X |
| Recording in HD | ✓ | X | X | ✓ | ✓ |
| Playback via browser and mobile devices | ✓ | X | X | ✓ | X |
| Easy-to-manage personal video library; videos are categorized automatically | ✓ | X | X | X | X |
| Access via browser-based personal video library | ✓ | X | X | X | X |
| User-level access permissions | ✓ | X | X | X | X |
| Private recording studio | ✓ | ✓ | ✓ | X | X |
| Ideal for recording one-to-many messages | ✓ | X | X | X | X |
| No IT resources required to deploy and get running | ✓ | ✓ | ✓ | X | X |
| Simple-to-use fully featured solution | ✓ | X | X | X | X |

All information on the competition is based on publicly available information

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