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## Aethra Enters Desktop Server Market

Taking a play from its partner Radvision's playbook, Aethra has introduced a product dubbed Hydra. List price is approximately \$3,360. It appears that Hydra is based on a version of SCOPIA Desktop (list price approximately \$30,000) that has been cost reduced and tweaked to use an Aethra Desktop Server and the 9-way MCU (and ISDN gateway) embedded in Aethra's set-top X-line video systems rather than a stand-alone MCU from Radvision. Hydra, targeted at small deployments, extends the scope of traditional room-based videoconferencing to integrate PC-based users who download a plug-in from the Desktop Server. Hydra supports mixed mode IP-ISDN conferences (Hydra enables PCs to call both IP and ISDN endpoints directly and to initiate multipoint calls) and firewall traversal. Concurrent-user software licenses enable the Hydra client software to be downloaded onto an unlimited number of PCs within a company and can then be utilized by any six PCs concurrently. The software supports only one Server per X5 or X7 endpoint and only one video system per Server as well. The system allows the combination of data transmission to the PC screen and audio-video to a videoconferencing endpoint. If the conference is data-only, the conference uses only 1 port on the MCU for up to six PCs.



*Here's What I Think.* On the business development side, it's great to see two partners working together and actually doing joint development to maximize the distinctive competence of each. SCOPIA desktop provides lots of interconnectivity options and features, but is expensive when it requires a stand-alone MCU. Hydra drops the cost significantly, while still providing SCOPIA's desktop-to-room system connectivity. by using the embedded Aethra MCU. And the firewall traversal when reaching out to remote PC users is a big plus. For those who can get by with a single conference of up to 9 sites, Hydra will be a compelling story. For those who need a more scalable story, the answer is with another Aethra-Radvision solution.

⇒ [WR Forum: Aethra Hydra](#)

## New HD MCU from Emblaze-VCON

Emblaze-VCON announced an HD MCU dubbed VCBPro 7. The device (no price information available) integrates high definition, 720p multipoint conferencing, advanced video management capabilities and scheduling in a single appliance that also offers a high definition, WMV session-recording capability that enables videoconferences to be recorded, stored and forwarded. The VCBPro also supports live streaming of point-to-point or multipoint conferences. The VCBPro, scalable from 6 to 36 ports and cascable, supports Continuous Presence layouts for up to 25 participants and a special Presenter Mode for remote education and other vertical markets. The system includes an embedded MXM management tool/gatekeeper. MXM's video telephony features include: follow me, forward when busy, no answer, pick-up, easy dialing to systems outside the organization and directory listing.

## Wainhouse Research Collaboration Summit Room Block to Expire

Our room block at the Royal Sonesta Hotel on the Cambridge side of the Charles River in Boston is set to expire next week. We have made special arrangements with the hotel to get a preferred room rate of \$239 for Summit attendees. For reservations, contact the hotel at +1 617.806.4200 and identify yourself as a WR Summit attendee. We've sold out in the past, so don't delay. [More details](#).



## News in Brief

- Andrew Davis and Ira Weinstein will be attending InfoComm in Las Vegas. Find us on the show floor and please say hello.
- If you were not one of the 383 accesses to last week's multipoint video panel discussion, is Telepresence a Game Changer (or even if you were), the archive is available for [free replay](#).
- They're BACK. Glowpoint launched its Telepresence Exchange Network (TEN) service, designed to solve the challenge of placing telepresence video calls between companies on different networks as well as enabling video calls to existing conference rooms and desktop environments. The TEN service enables customers to "plug" into a high quality, secure public interconnect service and perform business-to-business and network-to-network video calling. TEN leverages Glowpoint's global QoS Video-Centric Network with peering points to most of the major carriers around the world, as well as Glowpoint's firewall traversal solutions, web based scheduling and VNO managed services.
- Tandberg introduced a new higher-performance blade for its MSE 8000 series carrier-class system. The new blade is basically a 4500 on a single board – supporting 20 ports of HD or 40 ports of SD video systems. The MSE 8510 chassis can house up to nine blades, bringing the capacity to 180 concurrent HD video calls or 360 SD video calls in a single chassis.
- Persony announced the release of an integrated audio and web conference recording solution designed for conferencing service providers. The integrated solution allows a conference moderator to simultaneously record audio and web conferences from a web interface and creates a synchronized recording that can be played from any Flash-enabled web browser. The recording is made directly on the server and requires no special setup or hardware on the participant's computer. The recording can also be

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downloaded form MP3 playback. The solution is a long-awaited add-on module to Persony Web Conferencing 2.0, a private label web and video conferencing solution that has been adopted by many conferencing service providers. Persony has partnered with ThinkEngine to add controls and recording of any calls hosted on a ThinkEngine VSR1000. Support for Spectel and Compunetix bridges is anticipated. CSP Great America Networks has already launched such a service.

- Service providers offering collaboration and conferencing services will want to be sure their decision makers see three new CSP studies from WR. A review of 47 providers as well as market sizing and forecast information is covered in the *2008 European CSP Forecast and Provider Review*. Complementing this information is the *2008 European Addressable Market for Collaboration Services* study which offers market penetration analysis for audio, web and video conferencing services in 12 local markets. Rounding out this cohesive package of reports is the *2008 CSP SpotCheck*, a quarterly trending analysis of key metrics in 11 local markets. By examining key market data from 40 of the top worldwide CSPs, WR tracks trends in audio minute volumes, audio average sales prices and revenues of audio, web and video bridging. [Details here](#), or contact [sfargo@wainhouse.com](mailto:sfargo@wainhouse.com).



- Avistar signed an agreement with integrator Focus 21 as a VAR for the UK market. In an unrelated announcement from Avistar, the company said it has received notification from the U.S. Patent & Trademark Office that 14 of Microsoft Corporation's requests for the Patent Office's re-examination of Avistar's 29 U.S. patents have been rejected.
- Korea-based Haeden Bridge has signed a distribution agreement for Japan with Soliton Systems. Soliton is based in Tokyo and has six sales branches in Japan. Soliton is launching a broadcasting solution dubbed "smart Telecaster" with Haeden Bridge's TOMMS Factory series of products..
- Wainhouse Research has published its annual Channel Partner Survey results. This year we had 151 channel partners complete the online survey, 46% of whom were from EMEA. For details or to order the report, see [www.wainhouse.com/reports](http://www.wainhouse.com/reports) or contact [sfargo@wainhouse.com](mailto:sfargo@wainhouse.com). As has become our custom, we award gift certificates to Amazon.com to survey respondents chosen at random. This year's lucky winners of a \$50 prize are: Zahir H - MVC GmbH; Martin C - nuVIDEO Ltd; Valentin I - Lotus Telecom; Harry V - GO Telecom; Tom M - eVideo Communications; Greg F - Digital Communications; Ernest S - TTC Telecom; Kevin W - AuDeo Systems; Matthew B - Telecomworx; and Guillermo L - G2 Video. Thank you to all.

## News from China in Brief

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- WR Analyst [Stacy Austin-Li](#) writes in from China that according to news there Huawei Technologies plans to sell off its mobile phone, laptop, wireless data-card, and home router businesses, while retaining its network infrastructure division. Vodafone and AT&T have been named as possible buyers for a 50% stake in Huawei's handset division. It appears that the company's "terminal" division has been reorganized and that the videoconferencing business has survived the cut.
- Stacy also writes that Kedacom is releasing the first HD products based on the DaVinci chip platform (Texas Instruments) the company adopted last year. The KDV7910 and 7810 endpoints both support video resolutions up to 720P, the 7910 up to 1080 P/i. The Kedacom HD camera, which was developed with Sony technologies, is optional. List prices (including camera) are \$42,570 for the 7910 and \$28,430 for the 7810. The KDV 8000A MCU has also been upgraded to support HD resolutions. The demonstration Stacy saw included an H.239 dual stream conference with both the primary video stream and the secondary video/ data stream at 720P, a feature that would come in handy for education, telemedicine, or other verticals that require high

resolution for a second video stream or other animated materials. Before readers succumb to sticker shock, remember that discounts often start at 50% in China. Those interested in seeing the KDV product line, as well as the more economical TruSens videoconferencing systems can see them at Infocomm June 18-20. Those wishing to see Stacy up close and in person can attend the [Wainhouse Research Collaboration Summit in Boston](#) this July.

- China is restructuring its state-controlled telecommunications industry, reducing six operators who have been divided by region or type of service into three nationwide carriers that offer both fixed-line and wireless services. Increasing competition is the name of the game. Wireless carrier China Unicom will acquire fixed-line operator china Netcom. Unicom will sell one of its wireless networks to fixed-line operator China Telecom. Wireless giant China Mobile is acquiring a small fixed-line operator China Tietong. Can't tell the players without a scorecard.

## Driving Processes and Innovation with Collaboration Solutions



Our 8<sup>th</sup> annual Collaboration Summit moves back to Boston this year, in a new venue on the Charles River in Cambridge, MA at the Sonesta Hotel, 3 minutes away from downtown. This year's event includes our Technology Showcase format on **July 16**, and a two-day conference on **July 17-18** that will feature several leading-edge workshops and a variety of interactive sessions on the benefits of collaboration technologies. Besides our keynote on *Surviving in a Digital Life World* by MIT's Andrew Lippman, the focus of the conference will be on driving process innovation in the enterprise and in the teaching environment.

Details and registration at [www.wainhouse.com/boston08](http://www.wainhouse.com/boston08). Some of the thought-provoking presentations on the agenda include:



Andrew Lippman

Marc Beattie

David Dines

Tim O'Day

*Centralized Damage Appraisal Using Video Technology* by **Tim O'Day**, the CEO of Gerber Collision & Glass. Come here how video solutions are leading to a business transformation in one of the lowest of technology industries – auto repairs. Wainhouse Research's own **David Dines** will provide an overview of Enterprise Social Networks and their implications for the conferencing and collaboration users of the future. And our own CSP guru **Marc Beattie** will speak on *Conferencing Services: Is this a new peak, the plateau, or just the beginning.*

Vendors participating in our July 16 Technology Showcase include AGT, Avistar, Compunetix, Dialcom, Emblaze-VCON, Global Crossing, IBM, Juniper, Masergy, NetBriefings, Radvision, Siemens, SMART Technologies, Vidyo, York Telecom.

A limited number of technology showcase opportunities remain – contact Sara Fargo, [sfargo@wainhouse.com](mailto:sfargo@wainhouse.com).



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## One on One with iotum CEO Alec Saunders

We've been digging into social networks and the intersection of these new products and services with the conferencing and collaboration industry. Our analyst David Dines is about to publish his first Enterprise Social Networking market segment report. In the process of research, we ran into the first cross-over between Facebook and conferencing at iotum. We had a quick chat with CEO Alec Saunders



**WRB:** There are lots of free conference call services these days, what is different about iotum?

**AS:** We're really focused on the whole conference call experience from start to finish. Our view is that the call really has three phases – setup, talk, and post call – and we think there's a lot of value in all the parts of the call that is just waiting to be unlocked. In order to get at that value, we started by building a web application to manage all parts of the call. During setup, our service is very much like an event organization service, except that the event takes place on a bridge, rather than in a physical place. You can think of us as being a bit like EVite for conference calls. We make it easy to invite people, circulate agendas, manage RSVP's, add the call to people's calendars and update people as the call changes. At the time the call takes place we also add value by providing text message reminders to each participant, identifying callers individually on the bridge, and providing multi-modal conversations through text and voice. And following the call we make it easy for a record to be preserved via recordings and the survival of the text chat. Our view is that the "on bridge" experience today is a commodity, but there are plenty of opportunities to add value for users.

**WRB:** You made an announcement recently about going global, what was iotum before and how are things different now?

**AS:** Previously we only supplied North American dial-in numbers. Now, through a combination of an embedded softphone in the web application, plus new dial-in numbers in Europe, and a call-back option, we're able to provide the benefit of our free conference call service in any country.

**WRB:** Why is the Facebook connection important?

**AS:** We all have social networks, whether we're aware of them explicitly or not. Sometimes they're embodied in a personal Rolodex, sometimes in the address book on a PC or a handset, and increasingly in social networking applications. And although social networking web sites are primarily thought of as consumer-oriented, the things people do socially – participate in events, meetings, share contacts and so on – are the same things we do in business. Increasing numbers of small and medium business people are turning to Facebook, especially, for business use. We estimate that approximately 1/3 of Facebook users are in the work force today, and we believe that increasingly you will find that social networks are the replacement for the traditional directories in communications applications.

At one time our strategy was to build a business oriented social network. However, when Facebook opened their platform last year, it was obvious that we didn't have to do that anymore, and we focused all of our attention on building the best conference calling application we could, and building it within the Facebook environment.

**WRB:** You mentioned three ways to join an Iotum conference call, what are these exactly?

**AS:** 1) Direct dial from home, office, or mobile. In the United States, Canada and France, users can dial the conference server directly using an ordinary call and be joined to the FREE Conference Call. Iotum intends to roll out more direct dial countries in the future by recruiting

additional partners to service other parts of the world. 2) VoIP. From anywhere in the world, users can call using their PCs. All that's required is an active Internet connection, and clicking on the FREE Conference Calls application icon in Facebook. 3) Call back. A user can be called back simply by entering into the FREE Conference Calls application on Facebook the phone number where his or her call is to be received.

**WRB:** OK, so where do you make your money?

**AS:** We have two revenue streams – one is a share of termination revenue with a partner carrier, and the other is advertising.

**WRB:** Very briefly, what about your other stuff, like your Relevance Engine and your Blackberry service; what are these?

**AS:** The Relevance Engine is a highly intelligent call filtering engine that uses AI techniques to determine where and whether to route a call based on the users current status and the relationship of the person asking to be connected. It's suitable for use in a PBX or a carrier network. The BlackBerry Talk-Now service uses the same technology as the relevance engine, but presents that information as presence information instead. It answers the question "If I were to call Jill right now, would Jill take my call," and provides tools that allow you to be notified when the person you need to speak with becomes available. Because it's built on the Relevance Engine foundation, it's capable of making that determination on an individual by individual basis; Jill may not be willing to take my call right now, but she might take Al Gore's call. Look for these core ideas to become part of the iotum conference call service at some point in the future.



<b>Conferencing &amp; Collaboration <u><a href="#">Event Calendar</a></u></b>	
<b>WHEN &amp; WHERE</b>	<b>WHAT &amp; WHO</b>
10 June, via the Web	<a href="#">How to Start a Distance Learning/e-Learning Program</a> Sponsored by WR, Citrix, and the Center for Interactive Learning and Collaboration - WR Analyst Alan Greenberg to present
12 June, Wembley Stadium, UK	Real Time <a href="#">Collaboration Seminar</a> , WR's Richard Norris to present
19 June -InfoComm Las Vegas	IMCCA <a href="#">Telepresence Day</a> with WR's Ira Weinstein, moderator
16-18 July, Boston, MA	<a href="#">Wainhouse Research Collaboration Summit – Boston</a>
27 October, Boston, MA	Wainhouse Research CSP Summit
22-23 April, 2009, Berlin, Germany	<a href="#">Collaboration Futures</a>

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