

## NEWS AND VIEWS ON REAL-TIME UNIFIED COMMUNICATIONS

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### LifeSize Drops Videoconferencing Bombshell

For the third time in its brief corporate existence, LifeSize Communications has added another price/performance star in the videoconferencing industry constellation. Based on a new hardware architecture, next-generation silicon, and an enhanced user interface, LifeSize's "200 series" products will provide a new performance level for HD communications while running quieter and cooler than the previous product generation. While the new products look similar to the older video systems, they are in fact based on new mechanicals and are slightly smaller.



The news from LifeSize covers three products, LifeSize Room 200, Team 200, and Conference 200. Some of the key bullet points include:

- Standards-based (H.323 including H.261) 1080p30 (at 1.7 Mbps) , 720p60 (without static macroblock shortcuts) at 1.4 Mbps; where the p60 format will reduce latency
- 720p30 performance at 768 kbps – the feature we think will resonate first and most with the marketplace since it provides HD quality at SD bandwidths
- Simultaneous video and content sharing, dual streams at 720p30 each
- Embedded MCU with HD transcoding; up to 6 callers in a conference, with four shown in continuous presence; transcoding provides the ability to mix HD and SD in a single meeting without scaling down.
- The user interface will scale automatically to the resolution being used (720 or 1080).
- Integration with Outlook, OCS, Cisco Unified Communications Manager, Siemens HiPath, ShoreTel ShoreWare
- New 5 megapixel camera with digital I/O connection (HDMI, not firewire).

Express	\$4,999	Entry level HD videoconferencing system
Team MP	\$8,999	
Team 200	\$10,999	720p30 system with 2 mics, can support dual cameras and dual displays, transcoding MCU
Room	\$12,999	
Room 200	\$16,999	Supports 1080p30 at 1.7Mbps, includes LS Phone, embedded MCU
Conference	\$39,999	3-camera/codec system
Conference 200	\$49,999	3-camera/codec system

*The LifeSize Lineup*



*Back panels of LifeSize Room 2000 (top) and Team 200 (bottom)*

*Here's What I Think:* While HD in general and 1080p in specific have been targeted by other vendors at the videoconferencing elite, LifeSize's focus is on broad, mainstream users ... high performance videoconferencing for the rest of us. I've described this company before as a market disrupter, and the new hardware announcements continue this vein. The capability to support 1080p video, first offered by Cisco, then by Tandberg, promised by Polycom, and now announced by LifeSize is not something we think many people will actually use in general videoconferencing deployments. (1080p may nevertheless be part of some RFP qualification process.) The bandwidth required for 1080p is high, and users will have to upgrade their cameras and displays. In fact, we believe the majority of HD videoconferencing systems today are NOT being used for HD calls. Users bought them to future-proof their investments (we're not sure why anyone would buy SD today, but that's another story) and are planning on a future where they will have the bandwidth to support HD. That's why we think the 720p30 at 768 kbps is the real winner here for LifeSize customers. In addition, we suspect that 720p60 with its low latency might even feel better than 1080p30 with its higher resolution. We were unable to meet physically with LifeSize for this announcement, so we haven't seen the actual performance of the new units, and we're certainly very curious about the new embedded transcoding MCU. Stay tuned. But meanwhile, this announcement, with interesting H.239 dual streams, looks like a real winner.

⇒ [WR Forum: LifeSize 200 Series](#)

## Aethra Launches New Videophone

Aethra's Maia XC Top videophone is targeting SOHO users and SMB customers with an all-in-one device supporting professional video communications, IP telephony, Internet and email access, Instant Messaging and photo image management. Maia XC includes an integrated camera supporting 30 frames / sec and a touch screen 7" 16:9 display (800x480). Other key features include a WiFi option and PoE (but



not PoWiFi!). Although not adhering to Aethra's policy of leather-covered videoconferencing systems, the Maia XC is available in elegant Shining Black, Dark Anthracite, Woodland Green, and Smoky Blue. List price is \$1190.

## News in Brief

- Aethra announced that it has signed a new agreement with Ingram Micro for the distribution of its entire video communications product range throughout Singapore, the Philippines and Vietnam.
- Stream57 has added a new feature to the company's flash-based webcasting software that gives users the ability to control a multi-video interface with the click of a button.
- Following extensive lab testing and a successful live trial in the Lisbon area, Brilliant Telecommunications announced the signing of a contract with Vodafone Portugal for the supply of the industry's first end-to-end, IEEE 1588v2-based synchronization solution for its live IP-based mobile backhaul network.
- Global IP Solutions announced the availability of its VideoEngine Mobile on the Windows Mobile platform, which enables peer-to-peer video calling and multi-point video conferencing on mobile phones. Using GIPS VideoEngine Mobile (with jitter buffer and error concealment), wireless carriers, application developers and mobile handset manufacturers can provide high-quality video calls, even under adverse network conditions. The company has partnered with Marvell Technology to optimize the software for the XScale PXA310 devices including the Hewlett-Packard iPAQ series, Samsung's SGH-i780 and Gigabyte's GSmart MS808.
- MeetingOne has partnered with Adobe to create a seamless web and audio integration solution based on MeetingOne's AudioOne and Adobe Acrobat Connect Pro.
- Verizon Business unveiled a new managed unified communications and collaboration (UC&C) solution based on the Cisco Unified Communications Manager 6.1 platform. The new offering is aimed at helping companies enhance collaboration and productivity among mobile workforces and the extended enterprise – suppliers, partners, customers and employees. The managed platform enables workers to integrate tools such as voice mail, e-mail and instant messaging
- Tandberg is now IPv6 certified by the US Federal Government.
- Nortel announced the Business Communications Manager 450. The SIP-based BCM450 offers unified messaging – consolidates fax and e-mail messages in one device, Meet-Me Conferencing with teleconferences for up to 120 people, Computer Telephone Integration (allowing the use of third-party applications to control telephone services), and has Intelligent Contact Center functionality (which directs clients to the appropriate contact).

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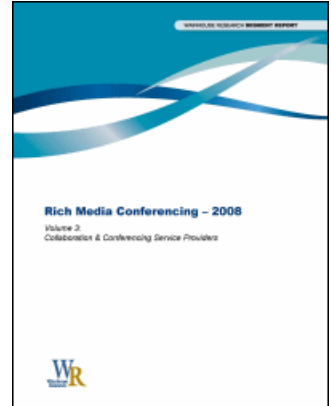
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## Conferencing & Collaboration [Event Calendar](#)

WHEN & WHERE	WHAT & WHO
19-22 October, Orlando, FL	<a href="#">PUG Annual Conference</a> (Polycom User Group)
27 October, Boston, MA	<a href="#">Wainhouse Research CSP Summit</a>
18 Nov, Andover MA - Chicago - NY - Washington DC	<a href="#">Point 9: Selecting a Conferencing Managed Service Provider</a>
5 November, Munich - Paris - Slough UK	<a href="#">Point 9: Selecting a Conferencing Managed Service Provider</a>
12-13 November, San Francisco, CA	<a href="#">IMTC Forum</a>

## New WR Market Assessment of Worldwide Collaboration Services

With the release of *Rich Media Conferencing 2008: Volume 3, Collaboration & Conferencing Service Providers*, Wainhouse Research presents regional market analysis of the audio, web, and video service markets in North American, European and Asia/Pacific. The report is a regional summary of WR's study of 20 local markets over the last year. Rich Media Conferencing 2008 Volume 3 includes current market sizing by service type, 5-year forecast, audio minutes, average sales price, total revenue (operator attended & unattended), web conferencing revenues, video bridging revenue, and review & analysis of over 100 CSPs worldwide.



Subscribers to this study will be better able to determine and establish local marketing strategies and product offerings, set in-country budgets, and manage sales expectations. The results presented in this report should also enable clients to better work with the press to create awareness of trends that are beneficial to their business. For additional information please see [www.wainhouse.com/rmc](http://www.wainhouse.com/rmc) or contact Client Services Manager, Sara Fargo, at [sfargo@wainhouse.com](mailto:sfargo@wainhouse.com).

## Wainhouse Research CSP Summit – 27 October, Boston



The WR CSP Summit is less than two weeks away. [Register now](#) and reserve your place for the industry's leading conference focused on collaboration service providers. This event sold out last year and is sure to be a fantastic opportunity to learn from experts and network with others in the industry.

The conference exclusively focuses on the needs of collaboration & conferencing service providers (CSPs) and their partners. This year's theme, ***Positioning Collaboration Services for Strategic Value***, will focus on critical topics such as what FUSF (Federal Universal Service Fee) means to the industry, addressing the increase in telecom fraud, the emergence of Enterprise Social Networking, Unified Communications and VoIP, new services, and market growth. Sponsors Compunetix, IBM, Pactolus, RadiSys Polycom, Upswing 360, and Vidyo will also contribute to the discussion, sharing their company's experience and knowledge of various hot topics relating to the industry.

In addition, while the subject of fraud will be covered during the Summit, an in-depth discussion and dialog will be held on the morning of Tuesday, 28 October for those interested in exploring possible solutions to this industry wide problem.

The CSP Summit and the Telecom Fraud Subconference discussion will be held at the Hilton Boston Logan Airport Hotel. For additional details, including registration and the meeting agenda please visit [www.wainhouse.com/cspsummit](http://www.wainhouse.com/cspsummit).



### Featured Session: Beyond the Conversation, How Emerging Technologies Can Engage More Participants in the Call (and drive new revenue for CSPs)

Speaker: Dr. Tilman Becker, German Research Center for Artificial Intelligence (DFKI)

Dr. Becker is a Senior Researcher and project leader at the Intelligent User Interfaces department of the DFKI in Saarbrücken, Germany. In his presentation (in English) he will explore a set of new technologies that provide a better understanding of meeting content and meeting dynamics.

**CSP Summit Agenda – Monday 27 October 2008** – Full session details at [wainhouse.com/cspsummit](http://wainhouse.com/cspsummit)

9:00	Welcome & Introduction	
9:00	Keynote: Positioning Collaboration Services for Strategic Value	Marc Beattie, Managing Partner & CSP Practice Manager, WR
9:40	Enterprise Social Networks and the ESN Hosted/Managed Opportunity	William F. Zachmann, Senior Analyst, Wainhouse Research
10:00	Understanding the FCC's FUSF Requirements & Other Burdens to CSPs	Ross Buntrock, Telecom & Privacy Partner, Womble Carlyle Sandridge & Rice, PLLC
10:30	Morning Break	All
11:00	The Market Opportunity for NGN Audio Conferencing	Ken Osowski, VP Marketing & Product Management, Pactolus
11:20	A Partnership for Next Generation Services	Gerard (Jerry) Pompa, VP & Division Manager Communications Systems Division, Compunetix & James McCarthy, VP, BT Conferencing, Wholesale Sales & Strategic Partnerships
11:40	Free Conferencing! What Happens on the Other Side of the Pond (in Europe)	Andrew Pearce, CEO, PowWowNow
12:00	Do Not Try This at Home! Unified Communications Are Catching On: How You Can Make it Easier	Marisa Viveros, VP, Global Leader for Converged Communications Services, IBM
12:30	Lunch	All
1:30	Distributed Scalable Video Conferencing Solutions	Derrick Fitzgerald, Sr. Product Marketing Manager, Polycom
1:50	CSP Innovation starts in the network - Embracing IP Conferencing Technology for Business Growth and Service Differentiation	Warren Baxley, Senior Dir Product Mgmt & Development, InterCall Ray Adensamer, Sr Product Marketing Mgr RadiSys Media Server Business Unit
2:10	How to Offer Video Services that Keep Clients Happy and offer CSPs an Audio Conferencing Income Margin	Rob Hughes, SVP, WW Sales and Support; Ben Pinkerton, Sr Manager, Systems Engineering
2:30	Beyond the Conversation, How Emerging Technologies Can Engage more Participants in the Call (and drive new revenue for CSPs)	Dr. Tilman Becker, German Research Center for Artificial Intelligence (DFKI)
3:00	Afternoon Break	All
3:30	Revenue in the SMB Cloud: Conferencing on the Upswing of Web 2.0	John Rourke, CEO, Upswing 360
3:50	Accelerating Business Value with New IT Models for Growth and Innovation	Bethann Cregg, Director of Marketing & Product Management, Lotus Online Collaboration Services, IBM Software
4:10	Driving Usage through Better Call Access & Control: How Mobile Conference Control Solutions Win where PCs & DTMF have Failed	Steve Flavell, CEO, Ring2
4:30	Telecom Fraud - The Cost of Doing Nothing Just Went Up	Thomas Walker, Principle, Subex Limited
4:50	Cashing Out: How to Develop Your Service for a Strategic Sale	Bruno Giversen, Partner, 1CT
5:10	Wrap Up & Summary	Marc Beattie, WR
5:20	Networking Cocktail Reception	All

**Tuesday 28 October 2008**

Morning session: *Telecom Fraud Subconference* – [details here](#)

**People & Places**

Siemens Communications, **James O’Neill**, CEO

Dialogic, **Kevin Cook**, Sr. VP Worldwide Sales

ScanSource Communications, **Glen Baker**, President (replacing Jill Phillips)

Telanetix, **Brice Drogosch**, Western Regional VP - video, **Steve Parrish**, Eastern Region VP - video, **Linda Bickelman**, Director of Channel Development - video.

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