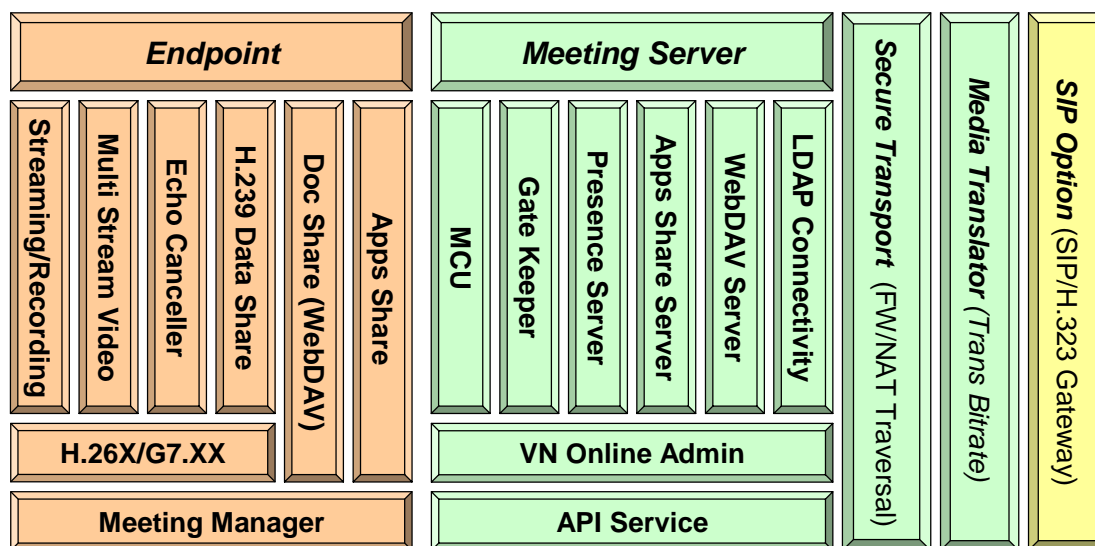


As always, please feel free to forward this newsletter to your colleagues. To be added to our **FREE** automated email distribution list, simply visit www.wainhouse.com/bulletin.

Andrew W. Davis, andrewwd@wainhouse.com

News in Brief

- Visual Nexus introduced a high definition version of the company's all-software MCU/meeting server that runs on standard Intel quad-core platforms. The Visual Nexus Version 4 HD can host meetings displaying video images of up to 16 different HD video endpoints (720P, 1080i, 1080P). An 8-port version of the Meeting server (MCU, Gatekeeper and administration server) sports a list price of \$19,120. The industry standard device naturally supports SD systems as well as the Visual Nexus PC client. When SD and HD devices are mixed, the meeting server uses a resolution match function to adjust each device to display the best video resolution. The MCU supports a wide variety of continuous presence display modes and can scale to 6400 ports according to the company. As a meeting server, Visual Nexus supports H.239, web conferencing, and full collaboration as well.



- Avistar Communications announced that AVI-SPL will offer the Avistar C3 Desktop videoconferencing solution to AVI-SPL's clients. In a similar announcement Avistar revealed that the company has signed up Ohio-based Jenne Distributors, a North American supplier of business telephony, data, and videoconferencing technology products to carry the C3 solution as well. Jenne provides videoconferencing product access to hundreds of resellers focused on the SMB and middle-size markets.

Our Comments: Avistar has made quite a transition over the past year, beefing up its desktop videoconferencing product while moving from a direct to indirect sales model. This of course is just in time for the desktop videoconferencing market to explode, an event we have been anticipating for over ten years. The question we are all waiting to answer is whether today's

focus on unified communications and the participation of IBM, Cisco, and Microsoft in this area will provide the momentum for enterprises to move to desktop video. As many of have learned, desktop videoconferencing fell into a black hole of technology – complicated to use, a danger to network bandwidth utilization, and providing a vague ROI. But the times are changing....

Dealing with a company like Jenne is a double edged sword we would guess. Yes, the company sells to zillions of resellers, but Jenne also carries 140 product lines and in our communications space alone represents Avistar, Avaya, Panasonic, Aastra, Plantronics, ADTRAN, GN, AltiGen, ClearOne, Aethra, Sony, and Lifesize. Gaining share of mind for any of these companies must be a daunting challenge.

- Videoconferencing distributor PicturePhone has picked up the Mirial Softphone line from Italy-based Mirial. Mirial Softphone is a videoconferencing softphone that can natively interoperate with the major standards and supports 1080p resolution as well as remote collaboration and document sharing.
 - BT launched three new unified communications and collaboration (UCC) enhancements to its converged communications platform, cleverly dubbed “BT Onevoice.” Available in over 60 countries, BT Onevoice builds on the company’s global VPN service for all voice communications with the addition of 1) SIP connectivity, 2) BT Onevoice Conferencing services, (audio conferencing at on-net rates) and 3) integrated “on net” mobile phone access for international calls. Customers may find most interesting the platform’s ability to blend IP and legacy systems with UCC capabilities with one bill and one service level agreement (SLA).
 - Agito Networks announced the availability of the next-generation version of its RoamAnywhere Mobility Router that introduces mobile context with location-based enterprise presence.
 - Speaking of mobile communications, they say it’s a carrier’s worst nightmare – Skype running on the iPhone, Blackberry, and other such devices. The combination allows voice and video users to bypass the carrier’s own services. So, will the carriers block Skype? Probably. Then of course, this raises the question of net neutrality. Net neutrality on the hardwired Internet is pretty much taken for granted, but the wireless Internet is still unresolved. Show me the money!
- We saw data recently from Skype that said on December 25, 2008 41% of all Skype calls were video calls. That’s consumer stuff. But it does appear that Skype will not be ignoring the business market either. The company has announced the beta version of Skype for SIP – allowing SIP-based PBX users to place calls to fixed desktop phones and mobile devices around the world, and to receive calls from Skype users directly into their PBX systems (can use the PBX features for call routing, voice mail etc). Receiving calls would be free. And remember, customers can purchase online Skype numbers (Skype-in) to receive calls from business contacts who are using traditional phone lines or mobile services. Last year Skype rolled out Skype for Asterisk; consider Skype for SIP to be phase 2; and more is likely in 2009 and 2010. While security and call quality are likely to remain concerns, the cost benefit of Skype is certain to attract many customers.
- Aethra has signed an agreement with Samir Photographic Supplies for the distribution of its products in the Saudi Market.
 - Tata Communications and Dimension Data have formed a partnership around the delivery of telepresence solutions.
 - Meanwhile, AT&T announced a feature that will allow companies to connect their existing videoconferencing systems to the company’s Telepresence Solution, a fully-managed solution

The Wainhouse Research Bulletin would like you to join us in thanking our 2009 sponsors who help keep distribution of the WRB free:

[Aethra](#)

[Haedenbridge](#)

[AGT](#)

[LifeSize](#)

[Cisco](#)

[Talk & Vision](#)

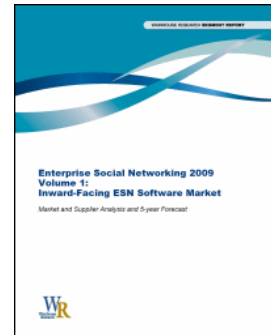
[CompuNetix](#)

[Teliris](#)

The fine print: [Sponsorship](#) of the WR Bulletin in no way implies that our sponsors endorse the opinions expressed in the WRB. Nor does it imply that the Bulletin endorses their products or services. We remain an equal opportunity critic.

enabled by Cisco TelePresence. AT&T also announced plans to double the number of Cisco TelePresence rooms deployed at AT&T. According to AT&T, by the end of Q2 customers will be able to connect their existing H.323 systems with the AT&T Telepresence Solution. With this new feature for intra-company conferencing, existing systems will participate as end-points when a Cisco TelePresence session begins. Imagine that!

- ClearOne has introduced CHAT 70, a personal speakerphone specifically designed for use with OCS 2007.
- Despite a down economy, sales of inward-facing Enterprise Social Networking (ESN) platforms rose 29% in 2008 and will grow another 26% in 2009 according to the new WR study, [Enterprise Social Networking 2009 Vol. 1 – Inward Facing ESN Software Market](#). “Tough times require greater productivity while drastically cutting travel and other expenses,” said WR ESN Practice Manager William F. Zachmann, “and inward facing ESN platforms do all of the above!” The study includes fundamental analysis of inward facing enterprise social networking platforms, current market sizing and five-year forecasts, and profiles of key vendors and their products. For more information, including the Executive Summary, click on www.wainhouse.com/reports.



A Most Unusual Solution



Events

Conferencing & Collaboration Event Calendar	
When & Where	Who & What
April 16-17, Arlington, VA	Raytheon open house with TelePresence Tech
April 21; via the Web	Why Ease of Use in Web Conferencing Matters , featuring WR
April 21; Berlin, Germany	Wainhouse Research CSP Summit
April 22-23; Berlin, Germany	Wainhouse Research Collaboration Futures Summit
April 29; BT Tower, London	BT Video User Experience featuring WR's Richard Norris
June 17-19; Orlando, Florida	IMCCA at infoComm
Aug 4-5; Boston, MA, USA	Wainhouse Research Collaboration Futures Summit
May 13-14; London, UK	AV in the City + Telepresence Expo

Collaboration Futures Summit

**Come meet us NEXT WEEK
in Berlin**

Visit www.wainhouse.com/berlin09 for full details and registration.

Can't travel to Berlin? [Participate via live
webcast](#) (or view sessions at your leisure).

WAINHOUSE RESEARCH

COLLABORATION FUTURES SUMMITOS

21 April 2009: CSP Summit (1/2 day)

22-23 April 2009: Collaboration Futures Summit

					
Markus Weisbrod Microsoft	Ray Adensamer Radisy	Fergal Burke ON24	Andrew Davis Wainhouse Research	Allan Bjornstad Tandberg	Jerry Pompa Compunetix
					
John Paul Williams Tandberg	Roy Skillicorn Cisco	Sascha Hach Google	Will Zachmann Wainhouse Research	Sven Damberger MVC	Marc Beattie Wainhouse Research
					
Moshe Machline Radvision	Monica Coraluppi Compunetix	Larry Velez Microsoft	Andy Nilssen Wainhouse Research	Mike Eastman WydeVoice	Ralf Nikiolai Lindenbaum
					
Steve Falvell Ring2	Brent Kelly Wainhouse Research	Tilman Becker DFKI	Jon Neville Wainhouse Research	John Bartlett NetForecast	Henrik Kjaer Cisco

[2009 Collaboration Futures Summit](#) Sponsors

compunetix

LINDEN BAUM
CONFERENCEING - VIRTUAL DIALOGUES

RADVISION

MVC
Mobile VideoCommunication GmbH

SONY

TANDBERG

WYDE
VOICE

ON24

vtron

[2009 Berlin CSP Summit](#)

Sponsors

compunetix

RadiSys
THE POWER OF WE

People & Places

The Whitlock Group, **Bill Strupp**, GM Tampa Office
Realtime Intelligence Solutions, **Scott Sullivan**, President and CEO
Video Guidance, **Brian Groff**, Director of Sales
8x8, **Debbie Jo Severin**, Chief Marketing Officer
BT Conferencing, **Toni Alonso**, Operations Leadership Team
ClearOne, **Joe Sorrentino**, EVP Sales
HeadThere, **Stephen Von Rump**, founder
AV systems integrator Verrex, **Arthur Kass**, Director of Business Development

One on Two with Glowpoint Co-CEOs

Following the news of Mike Brandofino's departure from Glowpoint, we followed up with the management team there to find out what's going on. Joe Laezza and Dave Robinson are now co-ceo's of the video networking company. Thinking back to our days in thermodynamics class, we were wondering if this is a metastable phase.

WRB: We are always interested when there is a high level management change. You now have two co-CEOs and long time industry veteran Mike Brandofino has left. What is all this about?

JL: Mike Brandofino resigned from the company at the end of March as a natural passing of the torch. This change reflects our belief that the company has matured beyond development stage and into a leading managed service provider with proven products and services that will continue to evolve with the rapidly maturing video conferencing industry. It is all about executing on our business plan now. From a product perspective, distribution and lifecycle management is the primary focus. David Robinson and I were subsequently appointed Co-CEO roles, where David will remain primarily focused on the capital markets and corporate development activities, while I will remain primarily focused on the execution of our business.

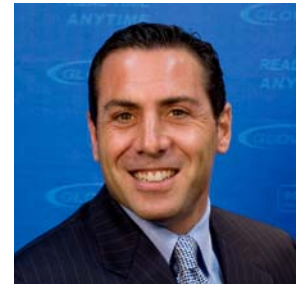
WRB: What would you say is Glowpoint's core competency today? What is the prime reason customers choose to do business with you?

DR: Glowpoint's core competency is managed services for video communications. This means Glowpoint services are agnostic, supporting all the leading technology, including H.323 standard Polycom or Tandberg, as well as SIP-based Cisco technologies. This holds true for networks as well, including private enterprise IP networks, public IP, and ISDN.

JL: Clients choose Glowpoint for a variety of reasons, from flexibility and video expertise, to agnostic capabilities in adopting service in a mixed video environment. When an enterprise considers a goal of wide adoption and long term success for their video environment, Glowpoint represents a single, accountable source to achieve this. The two primary components in this regards are managed services and high quality business-to-business (B2B) video communications over disparate networks. If clients are choosing to stimulate video usage, Glowpoint's managed services and B2B exchange solutions can help them achieve improved adoption and success while minimizing the total cost of ownership.

WRB: What is your sales model: direct or indirect?

DR: Glowpoint's global model is made up of both direct and indirect channels. Our direct



Joe Laezza



Dave Robinson

approach mainly supports some of our existing large and high profile clients, while the majority of our focus is on indirect channels. The indirect channels for Glowpoint consist of referral, reseller, and large wholesale strategic partners. These indirect channels continue to be successful and productive for us, as this has accounted for over 60% of the new business achieved in 2008, which is up from approximately 10% only a couple of years ago. Sales and marketing efforts are weighted towards business development and channel development and we plan to continue to expand sales with this strategy and approach.

WRB: Your Telepresence inter-Exchange Network (“TEN”) seems like a concept that is way ahead of the market. Do people really want to have intercompany telepresence calls? Seems like its hard enough to have normal video calls go between companies.

JL: We feel that beyond the technology becoming easier to use and interoperable, the primary driver for expanded use and adoption of video is high quality and predictable communication beyond the internal private networks. There is a definitive demand for B2B telepresence use, which is being validated on at least a weekly basis in many of the RFP proposals and direct requests we are receiving from our existing telepresence VNOc customers and others.

DR: The value of TEN becomes significant when you go beyond internal enterprise use to communicate with business partners and clients. The native Internet, security practices, and unpredictability represent a significant barrier for B2B video communications to become reality. The real tipping point for video adoption is driven when there is critical mass and use of video becomes as mission-critical as the telephone is today. Executive levels in all business sizes would likely tell you that video has been a nice to have, not very reliable, and not the experience needed to replace face-to-face meeting.

JL: By combining the immersive experience that telepresence brings to the table, together with the capabilities of seamlessly communicating outside a private network, we think the sky is the limit for video communications. Glowpoint’s exchange capabilities combined with our managed service solutions can lead the way in this new era of video.

WRB: The business you are in seems like it shouldn't be the business for a small company, but rather for the likes of Verizon, ATT, BT and the other giants. How do you expect to survive?

JL: As with any hot market with increasing demand, it’s common to see the big players jump in and try and grab their share. We recognize Glowpoint’s position in the market and understand our size and marketing muscle when compared to the companies you mention. We believe that our opportunity goes beyond simply helping customers, but helping many of these companies you might think of as competitors achieve their goals as well. We are pleased to find ourselves as a “go to” partner for many of today’s bigger companies, who look to us for a quick entry to market and to equip them with their own video managed services. It’s a white label strategy. Since this private branding is done at the service level, then rolled up and incorporated at the individual solution levels, our partners can maintain their own unique offerings and competitive advantages. So, in summary, while there will always be competition, we believe Glowpoint will continue to remain in the game.

© 2009 Wainhouse Research 34 Duck Hill, Duxbury, MA 02332 USA Tel +1 617.975.0297 Email to: editor@wainhouse.com PR to: news@wainhouse.com Free subscriptions: www.wainhouse.com
--