

We attribute the dearth of news this week to the Mobile World Congress taking place 15-18 February 2010 in Barcelona, Spain. In fact, the worlds of mobile and of collaboration, including video, are finally colliding as both handsets and mobile networks gain in power, flexibility, and applications support. Don't miss our interview with ooVoo CEO Philippe Schwartz at the end of this issue for one development in mobile videoconferencing.

News in Brief

- RadiSys announced the Integrated Mobile Media Server (IMMS), enhancing Mobile Service Providers' ability to grow new revenues from the explosion of 3G mobile video services and emerging 4G Long Term Evolution (LTE) deployments. (For those who don't know... IMMS is a packet-based service delivery system that offers scale economies to enhance your service provider's ability to generate revenues beyond flat-rate data plans.) The new RadiSys device delivers two-way and N-way conversational video services, while also enhancing one-way streaming services. In addition, by consolidating disparate service processing equipment into a single carrier-class network element, the IMMS reduces the costs for mass-market deployment of 3G and 4G/LTE mobile services.
- AGT announced PerfectMeetings version 6.0. New features include echo cancellation for users with Windows XP, Vista, and 7 operating systems. While PerfectMeetings supports industry standard room systems, it also comes with its own desktop client that prior to now required the use of headsets or external echo cancelling speaker/microphone devices. Another enhancement is an added chat function as well as GUI improvements. PerfectMeetings is available as both a CPE deployment as well as a hosted service and is the foundation for some (but not all) of AGT's managed services offerings. The PerfectMeetings server doesn't fit cleanly into any other well-known industry bucket.... a tough challenge for a small company to overcome. PerfectMeetings is an H.323 bridge, streaming server, recording device, proxy, firewall traversal solution, and scheduling system all rolled into one box. But can it make Perfect Coffee?
- Siemens Enterprise Communications Group has released version 4 of its OpenScape Voice, which features OpenScape Branch and OpenScape Concierge. OpenScape Branch is designed to help deliver scalable, affordable communications for customers with multiple branch offices by extending voice services across all company offices with a SIP Proxy for survivability and a Session Border Controller (SBC) for local SIP trunking connections. OpenScape Concierge is a UC attendant console application that supports telephone attendants such as switchboard operators with real-time UC-based presence status information for contacts across both OpenScape Voice and HiPath 4000 IP systems. OpenScape Voice V4 is a SIP-based enterprise voice application.

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- Tata Communications signed up Whygo, a global specialist in public videoconferencing facility scheduling, to provide telepresence solutions to Whygo customers. The partnership allows Whygo to sell Tata Communications' public Telepresence Suite hours. Customers will be able to quickly and conveniently schedule their Telepresence bookings online via Whygo's portal.
- Vidyo introduced VidyoRoom HD-220, a new room videoconferencing system based on the Intel Core i7 processing platform. MSRP is \$6995 without camera or microphone. According to the company, the Intel platform running Vidyo's scalable video coding software will support two 1080p video streams at 30 frames for dual monitor support. The HD-220 represents the top end of Vidyo's room systems, all of which are based on the same software platform that also extends to the company's desktop software clients for Macintosh and PC systems.
- On February 3, the same day that Radvision announced it had acquired the intellectual property rights of Aethra's videoconferencing business unit, Aethra announced that its Xtreme 300 endpoint had been named the winner of the "Videoconferencing Solution of the Year" by a UK newsletter. Too little too late, but you have to give the UK's Andy Wright credit for keeping the AE flag waving.

New Distance Education Analysis from WR

- WR has released [*Critical Success Factors for Deploying Distance Education Technologies: Implications for Practitioner Organizations, Vendors, and Service Providers*](#). Based on research conducted by CILC and sponsored by TANDBERG, this paper explores the ways in which organizations that adopt technologies like interactive whiteboards, lecture capture, streaming video, learning management systems, videoconferencing, and web conferencing can face barriers to success, and ways of overcoming those barriers. Two factors are cited as the major obstacles to successful distance education: 1) lack of bandwidth and technology infrastructure or old equipment; and 2) staffing. These and other obstacles fortunately can be overcome through proactive methods described by WR; the white paper includes practical suggestions for vendors and service providers as well as end user organizations. This white paper joins two other recent reports produced or contributed to by Wainhouse Research for TANDBERG. First is [*The 2009 Update: Taking the Wraps off Videoconferencing in the U.S. Classroom: A National and State by State Analysis*](#) that describes the amount of videoconferencing taking place in primary and secondary education in the U.S. Also WR provided essential research and analysis on video usage in education to [*The TANDBERG Education Video Guide*](#).

Conferencing & Collaboration Events	
When & Where	Who & What
March 23-25 2010, via the Internet	<i>Education for Everyone</i> Virtual Symposium
April 19, 2010, Berlin, Germany	Wainhouse Research CSP Summit - Europe
April 20-21, 2010, Berlin, Germany	Wainhouse Research Collaboration Summit
July 20-21, 2010, Boston, MA	Wainhouse Research Collaboration Summit
October 12, 2010, Boston, MA	Wainhouse Research CSP Summit - North America

People & Places

- Skype, **David Gurle**, GM and VP of Skype for Business unit
- Saba Centra, **Jim Lundy**, VP and GM Collaboration business unit
- Wainhouse Research, **Kate Brown**, Marketing Manager; **Martin St. John**, Client Account Manager

Wainhouse Research in Berlin: April 20-21, 2010

WAINHOUSE RESEARCH
**COLLABORATION
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SUMMIT 2010**

This year's conference will focus on technologies and events shaking the collaboration and videoconferencing communities. We've lined up speakers and panelists to talk about the impact of scalable video coding, the future of multipoint video, and how one particular merger/acquisition might change the market for end users and service providers alike. If you would like to speak at this event, contact andrewwd@wainhouse.com; if you would like to learn more about being an event sponsor, contact sfargo@wainhouse.com. Registration details to follow.

The half day CSP Summit will be at the Steigenberger Berlin venue on 19 April.

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The Collaboration Summit **will be streamed live and FREE** courtesy of Easymeeting.

Just a few of the featured speakers and presentations at this year's event include:



Shai Toren
Emblaze - VCON
A new perspective on multipoint video



Stefan Karapetkov
Polycom
How UC & Telepresence are changing video protocols and interoperability forever



Andy Nilssen
Wainhouse Research
Team Workspaces 2.0: Get ready for the next level



Michael Stiefel
Reliable Software
Cloud Computing: What will it mean for conferencing

One on One with ooVoo CEO Philippe Schwartz

After a flurry of ooVoo announcements, I finally got a chance to catch up with the peripatetic Philippe Schwartz. It had been a while since I had experienced desktop videoconferencing with ooVoo, and the multiple announcements between the end of 2009 and the beginning of 2010 caught my attention and interest.

WRB: Let's start with the most recent news. Tell me about the extension of your video calling service to mobile devices.

PS: At the Consumer Electronics Show, we announced ooVoo's capability for video calling on mobile devices. ooVoo mobile is today Android based, but architected with the flexibility to adapt to many devices, operating systems and carriers. This launch makes ooVoo the first company to offer high quality video and audio communication on three platforms: through downloadable software; web calling without a download; and on mobile devices. With the increased bandwidth of 4G networks and the rapid growth of Smartphones and Smartbooks, we believe it's a great time to make video communication available anywhere, anytime.



WRB: So, do you really think people will want to videoconference from a mobile handset.

PS: Absolutely. It's part of a natural evolution of computing and communication. We're not simply adding video to a phone. We're creating a new generation of mobile devices to become web devices. It's a seamless continuation of the way users enjoy the web on a PC today. It's almost like asking people: Do you want email on a mobile handset? Do you want to access Facebook or Twitter with your mobile device? We have no doubt that mobile video chat will be an integral part of how people communicate.



WRB: Let's go back to basics for one minute. How do you describe ooVoo's service?

PS: ooVoo is next generation telepresence: it offers a high-quality, multi-point video and audio communication service that enables consumers and businesses to connect face-to-face using standard hardware (PCs, TV and now mobile) and standard broadband connections. Our multi-point service accommodates up to 6-way video and audio conferencing, and computer-to-phone calling to 18 countries. All you need is a computer with webcam, headset and broadband Internet connection.

WRB: We'll pretend we didn't hear that bit about telepresence. How old is ooVoo? How popular?

PS: We launched the company in June 2007. We have more than 10 million registered users worldwide and we're adding more than 600,000 new users every month. Our current annual run rate shows 2.5 billion minutes of video calls.

WRB: So, back to mobile. What can users expect when they experience ooVoo mobile?



PS: ooVoo mobile will accommodate video and audio calls and text chat. Initially, the video calls will be one-to-one but we expect to expand to multi-point calls by end of year. Users will experience great video and audio quality in a seamless experience that is easy to use for both new and

current ooVoo customers. We're excited about the demos coming up at Mobile World Congress where we'll show mobile-to-mobile, mobile-to-PC and PC-to-mobile calls.

WRB: What about availability?

PS: Later this year, Andrew. To maximize performance we need to work closely with the handset manufacturer and optimize our solution to all kinds of hardware features that are available. And of course, videoconferencing will be best with a handset having two cameras.

WRB: I think I did my first mobile phone videoconference about 5 years ago. So, it's been around for a while, but basically gone nowhere. Why should anyone think that things today are different?

PS: I'm convinced things are different now. Networks and devices are very different today: the pipes are there to accommodate the bandwidth, the Smartphones are becoming available with enough processing power and cameras facing in the right direction. And behaviorally, consumers think of their mobile phones today as a natural extension of their web experience with videochat a part of what they do on the Web. Also, the economics is different; mobile video conferencing used to be extremely expensive. We are going to make it very affordable.

WRB: When are you planning to announce specific business partners and pricing for ooVoo mobile?

PS: It's premature to cover specifics on partners and pricing, but we'll be ready to announce details later in 2010.

WRB: I see you announced Windows 7 compatibility and an agreement with Lenovo to install your software on the company's IdeaPad laptops. Where is ooVoo seeing the most business growth? How has your revenue model changed since ooVoo launched in 2007?

PS: We had an outstanding year in 2009 with significant business growth in all revenue sources – subscriptions, advertising, search and phone. As a closely-held firm, we don't share a lot of detail on our financials but I can tell you that advertisers and partners have responded to our user growth and activity. We launched as a free service targeted to the consumer market so obviously our current revenue model, driven by subscriptions (particularly SMBs), advertising and distribution through partners has changed significantly from where we were at launch.

WRB: How does ooVoo compare to other video chat services? How is ooVoo different from Skype?

PS: ooVoo focuses on delivering a high-quality multi-point video and audio experience that is very easy to implement for consumer and business users. Other unique features include high resolution video quality that doesn't require special equipment and our web-enabled video calls which allow video calls with friends or colleagues that don't have ooVoo installed. Perhaps most important: users consistently tell us our quality is better than Skype.



To see a one minute video of Andrew asking Philippe about surviving against Skype, [click here](#).

WRB: What are the ooVoo features & functions you're most excited about?

PS: I'm excited about our competitive advantage in technology and features but also about our growing capability of offering ooVoo anywhere, anytime: computer, web, mobile and HD for conference room or living room. We've recently made significant advances in our audio quality and the echo cancellation in particular is excellent – a really rich, full sound that just isn't found outside of high-end, expensive room-based solutions. We're also proud of our innovation in high-definition calling for HD video calls using standard PCs and TV screens that is offered at a fraction of the cost of telepresence solutions.

WRB: You are up against some formidable competition. Skype on one side, Logitech on the other; Cisco making noise about home video, etc. Why should anyone think you're going to survive beyond 2010?

PS: We're not intimidated by tough competition. Competition is good as it brings video communication to the forefront and indicates that this is going mainstream. We see tremendous opportunities for ooVoo in the convergence of the video chat, telepresence

and web-collaboration markets. As these markets come together, ooVoo will be successful because we have the high-quality video of telepresence, the availability of anywhere, anytime video chat, and the affordability of web-collaboration services. I'm confident that ooVoo will thrive and grow in 2010.

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