



Polycom Competitive

Competitive Overview - Polycom

LifeSize Consistently Delivers the Highest Quality of Experience

LifeSize provides the best quality at any bandwidth

Polycom - step function performance decreases as you adjust bandwidth

Only LifeSize offers 1080p30/720p60 embedded MCUs

LifeSize Provides 1080p30/720p60 Endpoints With No Tradeoffs

Polycom sells de-featured endpoints to reach competitive price points

LifeSize Price/Performance Leadership Extends Across Full Solution

LifeSize flexible management and 1080p30/720p60 infrastructure at significantly lower cost

Polycom - More expensive, less flexible, inconsistent quality of experience

Polycom Announcements

Polycom claims to do 720p30 full motion video at 512 kbps utilizing H.264 High Profile

50% improvement in performance is not credible. 9% - 14% is realistic as per studies

Previous testing on the HDX 8000 (Q3 2009) revealed Polycom claims of 720p30 at 832 kbps false. 720p5 at 832 kbps and 720p30 was observed at 2 Mbps and beyond

See the next two slides for test results with the H.264 High Profile release

HDX 6000 View

720p point-to-point system with max bit rate of 2 Mbps

Cost reduced system targeting entry level needs

Missing feature set:

- Single Display

- No Conference Phone / No ISDN

- No embedded MCU / No custom layouts

HDX 9000 1080

New model number: HDX 9006

Modified backplane

MSRP of \$24,999 4-way

HD bridge

Bundled People + Content

1080p30 & 720p60 capable

Polycom H.264 High Profile Test Results

Polycom improves their performance through proprietary methods that are not interoperable, but still falls short of LifeSize quality

When set to sharpness or motion, Polycom achieves the stated resolution but with moderate motion they drastically reduce frame rate

Bottom-line: Polycom video at the stated bandwidths is very low quality

LifeSize provides a visibly better image, as well as better resolution while using less bandwidth when using Polycom's methods, but by default sustains higher resolution with a sustained 30 or 60 frames per second for fluid motion handling

Polycom H.264 High Profile Claims	HDX 8000 Settings	Test Results - Polycom	Test Results - LifeSize*
720p30 at 512 Kbps	Set to Sharpness, introduce moderate motion	720p 10 fps At 512Kbps	720p at 15fps At 384 Kbps
720p60 at 832 Kbps	Set to Motion, introduce moderate motion	720p 15 to 30 fps At 832 Kbps	720p at 30fps At 768Kbps
1080p30 at 1024 Kbps	Set to Sharpness, introduce moderate motion	1080p 10 fps At 1024 Kbps	1080p at 10fps At 768Kbps

*LifeSize systems set to sharpness to emulate Polycom performance at these bandwidths
- All tests performed with data sharing enabled

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Polycom High Profile Caveats

Polycom High Profile and 720p60/1080p30 solution lacks backward compatibility and interoperability

Customers must purchase latest revisions of Polycom hardware

High Profile only compatible between new Polycom revision systems

Lacks interoperability between older Polycom HD and third party HD solutions

High Profile and 720p60/1080p30 support these hardware revisions:

HDX 7002 (Rev C - shipping from early February 2010)

HDX 8002 (Rev B - shipping from January 2009)

HDX 8004 (Rev B - shipping from January 2009)

HDX 8006 (Rev B - shipping from January 2009)

HDX 9006 (Rev B - shipping from April 2010)

Polycom High Profile and 720p60/1080p30 solution support between point to point calls only

No Internal MCU calls supported (4 way 720p30 - HDX 9000/8000 - or SD support only)

RMX product has similar requirements, which need both software and hardware upgrades to support High Profile and 720p60/1080p30

Software upgrade required

Hardware blade upgrade required

Endpoints

Telepresence

Infrastructure

Management

Selling Tactics

Polycom Product Line

Infrastructure & Management:



CMA



DMA



MCU



VBP Border Proxy

- Polycom offers a full range of video communications products, including endpoints, management appliances, MCUs and other infrastructure
- Polycom has expanded their product line with a recent focus on management, infrastructure, and SD endpoints (CMA, DMA, RMX, QDX)

Endpoints:



VSX



QDX 6000



HDX 4000



HDX 6000



HDX 7000/8000



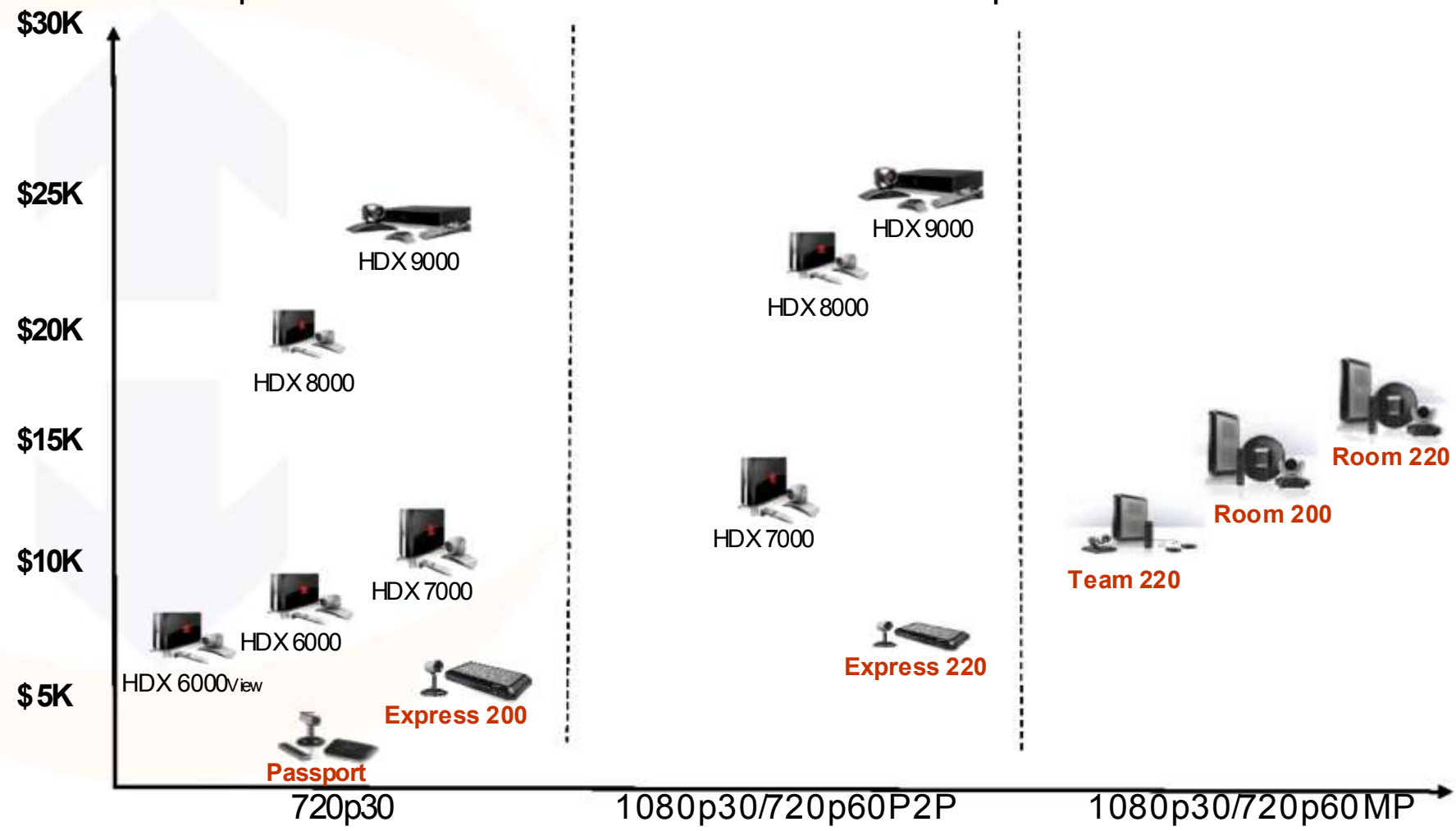
HDX 9000

Standard Definition

High Definition

Unmatched Price/Performance by LifeSize

- Greater price advantage for higher margins and more success
- Competitive architectures canNOT match LifeSize performance

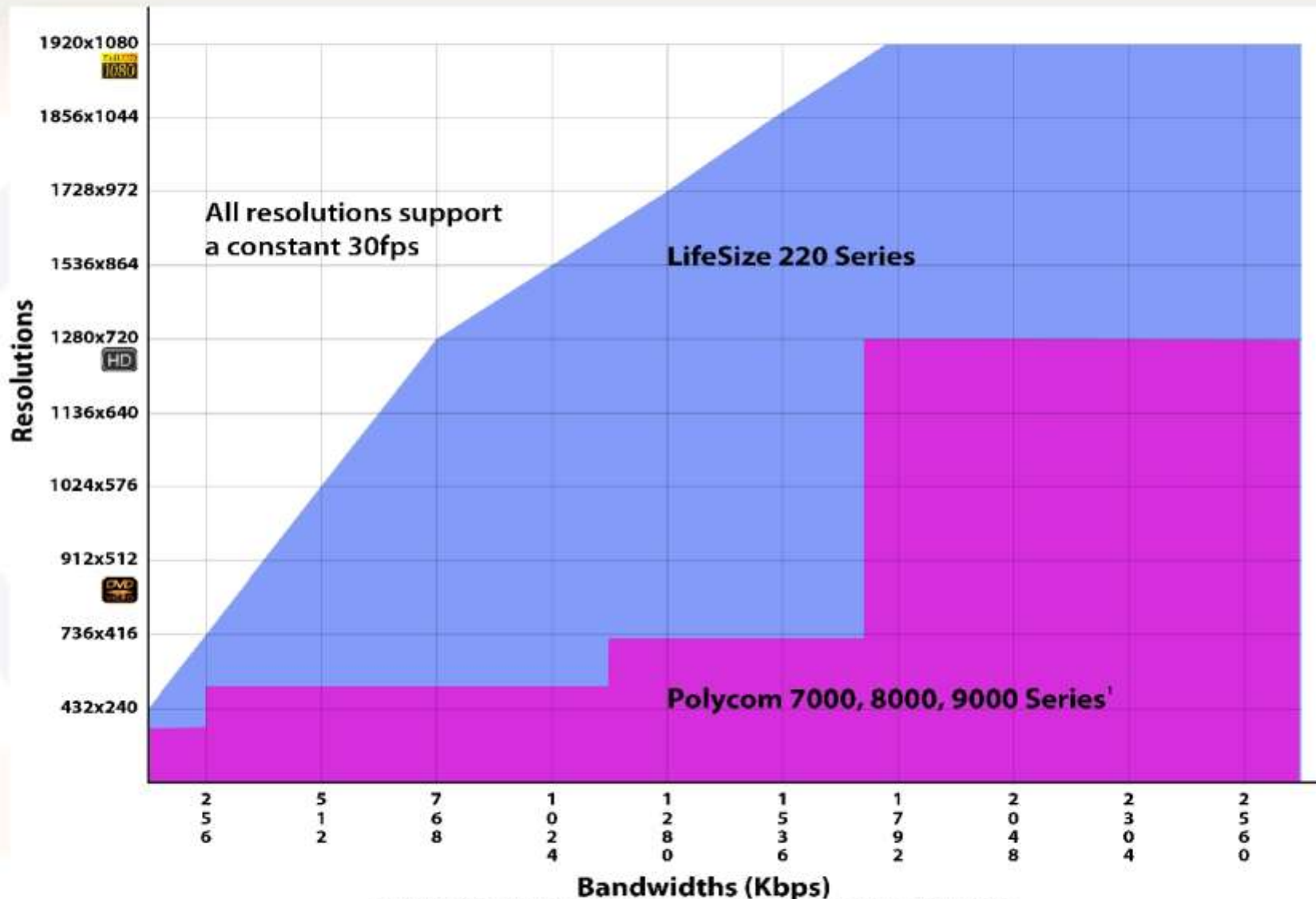


All pricing in USD\$

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LifeSize Performance Advantage



¹: Polycom 30fps resolutions calculated by interpolating resolutions between 5fps and 60fps

Polycom HDX 9000

H.323, SIP, H.320 (ISDN, V.35) Support

Max Call Rate : ~ 4Mbps

Dual Monitor Support

Analog Telephone Line Support

Multiple HDX Mic Arrays (Option)

Dual Camera Support

4way Multipoint Support (Option)

HD 720p CP

H.239, People+Content, P+C IP, People On Content (Option)

Supported Resolutions

1080p, 720p, 4SIF, 4CIF, SIF, CIF, QSIF, QCIF

Sound Station IP 7000 Speaker Phone Integration (Option)



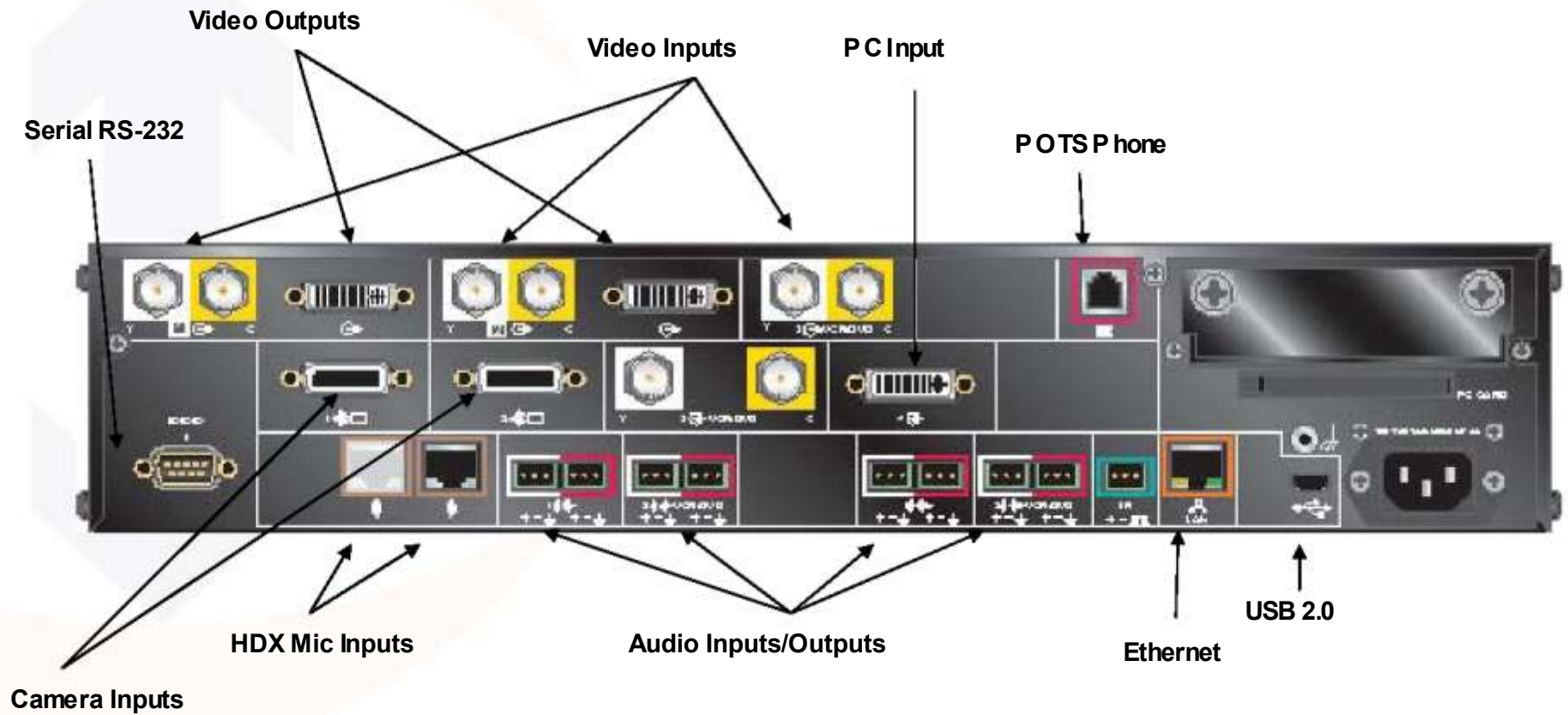
MSRP (US):

720p30: US\$22,999

1080p30/720p60: US\$24,999

Option: 4-way HD MP: US\$3,099

Polycom HDX 9000



Polycom HDX 8000

H.323, SIP, H.320 (ISDN, V.35) Support

Max Call Rate : ~ 6Mbps

HD support

1080p

720p60/720p30

Dual Monitor Support

Analog Telephone Line Support

Max 3 HDX Mic Arrays Support (Option)

Dual Camera Support

4way Multipoint Support (Option)

Only Support 720p30 CP

H.239, People+Content, P+C IP, People On Content

720p30 video with 720p15 content

Supported Resolutions

1080p, 720p, 4SIF, 4CIF, SIF, CIF, QSIF, QCIF

Sound Station IP 7000 Speaker Phone Integration (Option)



MSRP (US):

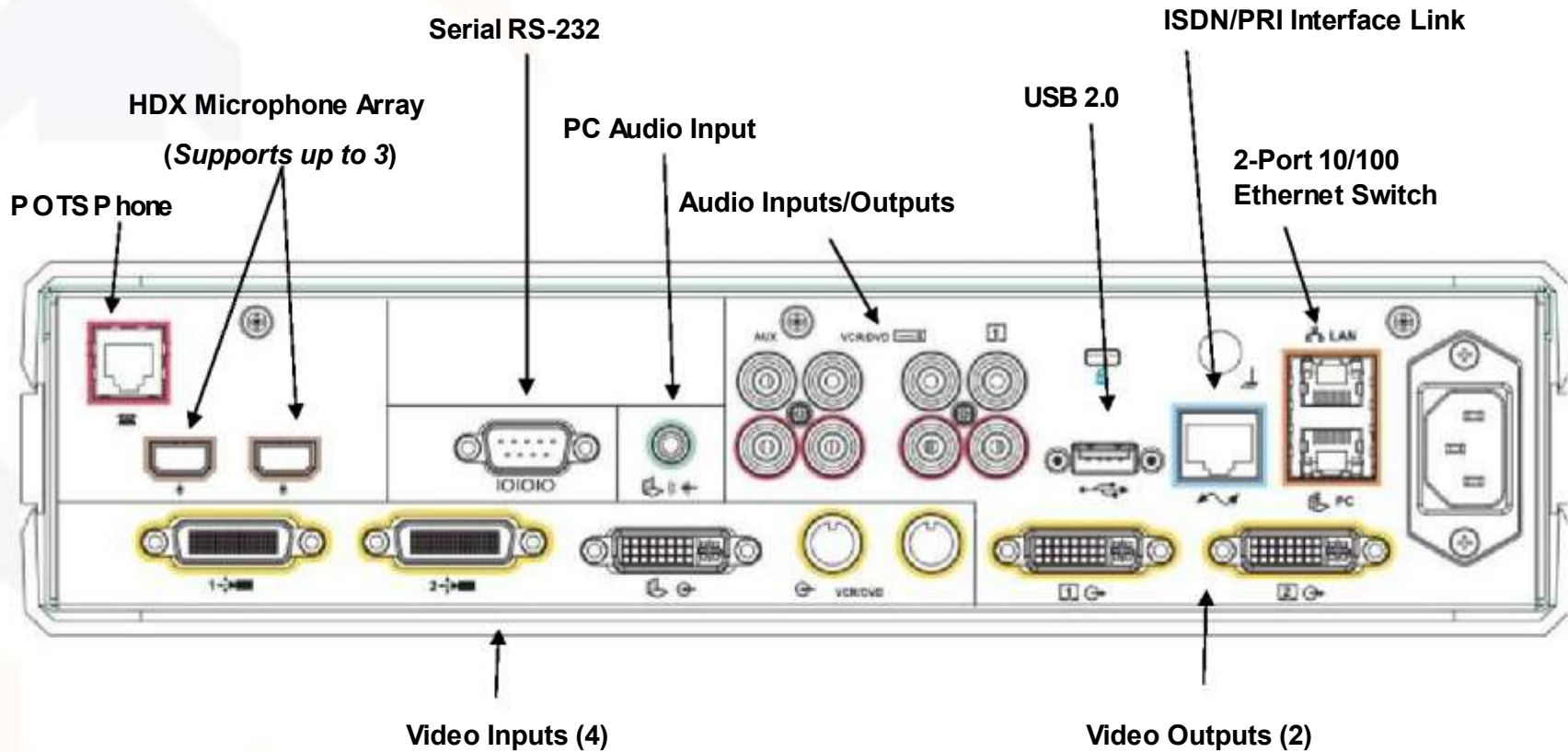
For 720p30:

US\$15,999

For 1080p30/720p60: US\$18,999

Option: 4-way HD MP: US\$3,099

Polycom HDX 8000



LifeSize vs HDX 8000/9000

	Team 220	Room 220	HDX 8000 - 1080	HDX 9000 - 1080
Video Modes: 1920x1080p 30fps	Yes	Yes	Yes	Yes
1280x720p 60fps	Yes	Yes	Yes	Yes
1280x720p 30fps	Yes	Yes	Yes	Yes
Dual Stream @1280x720p 30fps	Yes	Yes	No	No
Spatial resolutions	>200	>200	9	9
Bandwidth Utilization/efficiency 1080p 30fps	1700 kbps	1700 kbps	>2500 Kbps	>2500 Kbps
720p 60fps	1100 kbps	1100 kbps	2048 Kbps	2048 Kbps
720p 30fps	768 kbps	768 kbps	1728 Kbps	1728 Kbps
resolution @ 768kbps	1280x720p 30fps	1280x720p 30fps	704x480p 30fps	704x480p
30fps				
Max. bandwidth point to point	6 Mbps	8 Mbps	6 Mbps	6 Mbps
Multipoint (MCU) Participants	4 CP	6-8 total CP/VAS	4 CP	4 CP
1080p 30fps	Yes	Yes	No	No
720p 60fps	Yes	Yes	No	No
720p 30fps	Yes	Yes	Yes	Yes
Max bandwidth per CP participant	4 way @ 2 Mbps	8 total CP @ 2 Mbps	4 way @ 2 Mbps	4 way @ 2Mbps
Transcoding video/audio	Yes	Yes	Yes	Yes
Custom layouts for each participant	Yes	Yes	No	No
H.460	Yes	Yes	Yes	Yes
HD Multi camera	Yes	Yes	Yes	Yes
HD Multi display	Yes	Yes	Yes	Yes
MSRP Hardware	\$11,999.00	\$16,999.00	\$18,999.00	\$24,999.00
Options:				
HD Audio Speakerphone	Included	Included	\$1,000.00	\$1,000.00
Software	Included	Included	\$3,099.00	\$3,099.00
1 year support	\$975.00	\$975.00	\$1,000.00	\$1,000.00
MSRP Total	\$12,974.00	\$17,974.00	\$24,098.00	\$30,098.00



Polycom HDX 7000

H.323, SIP, H.320 (ISDN, V.35) Support
Max Call Rate : ~ 2Mbps (4Mbps Option)

Dual Monitor Support (option)

Max 2 HDX Mic Arrays Support

4way Multipoint Support (Option)

H.239, People+Content, P+C IP (Option)

Supported Resolutions

1080p30,720p60,720p30

4SIF, 4CIF, SIF, CIF, QSIF, QCIF

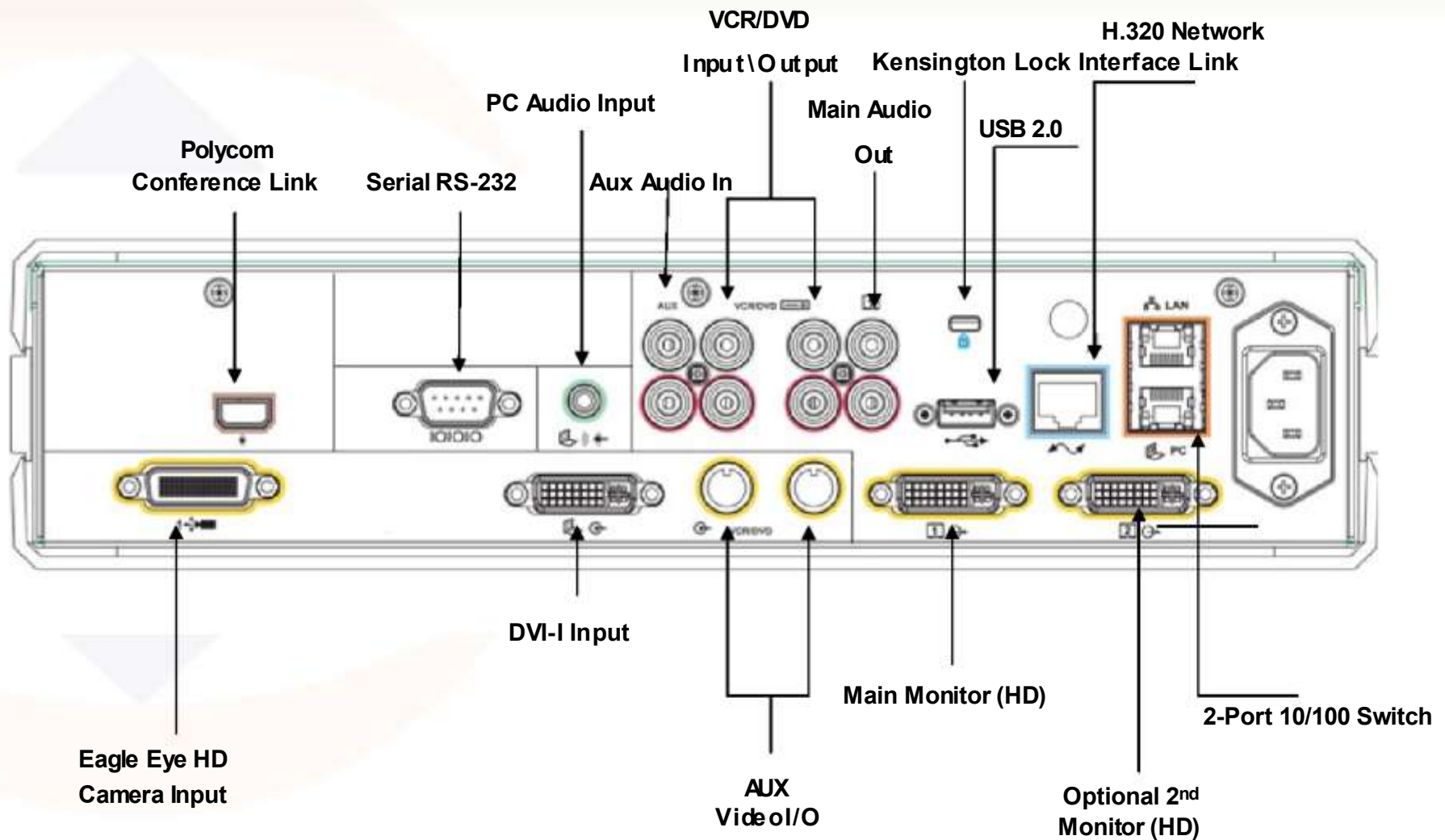
Sound Station IP 7000 Speaker Phone Integration (Option)



MSRP (US):

720p30:	US\$9,999
1080p30/720p60:	US\$12,999
Option: 4-way SD MP:	US\$3,099

Polycom HDX 7000 Series



LifeSize vs HDX 7000

	Express 220	Team 220	HDX 7000
Video Modes: 1920x1080p 30fps	Yes	Yes	Yes
1280x720p 60fps	Yes	Yes	Yes
1280x720p 30fps	Yes	Yes	Yes
Dual Stream @1280x720p 30fps		Yes	No
Spatial resolutions	>200	>200	9
Bandwidth Utilization/efficiency 1080p 30fps	1700 kbps	1700 kbps	>2500 Kbps
720p 60fps	1100 kbps	1100 kbps	2048 Kbps
720p 30fps	768 kbps	768 kbps	1728 Kbps
resolution @ 768kbps	1280x720p 30fps	1280x720p 30fps	704x480p 30fps
Max. bandwidth point to point	4 Mbps	6 Mbps	6 Mbps
Multipoint (MCU) Participants	point to point	4 CP	4 CP
1080p 30fps	N/A	Yes	No
720p 60fps	N/A	Yes	No
720p 30fps	N/A	Yes	Yes
Max bandwidth per CP participant	N/A	4 way @ 2 Mbps	4 way @ 2 Mbps
Transcoding video/audio	Yes	Yes	Yes
Custom layouts for each participant	Yes	Yes	No
H460	Yes	Yes	Yes
HD Multi camera HD	No	Yes	Yes
Multi display	Yes	Yes	Yes
MSRP Hardware	\$6,999.00	\$11,999.00	\$12,999.00
Options:			
HD Audio Speakerphone	Optional	Included	\$1,000.00
Software	Included	Included	\$3,099.00
1 year support	\$525.00	\$975.00	\$1,000.00
MSRP Total	\$7,974.00	\$12,974.00	\$18,098.00

Summary 1080p30/720p60 Systems

LifeSize Room 220/Team 220 outperforms Polycom HDX 8000/9000

LifeSize Room 220/Team 220 offers a 1080p30/720p60 architecture that was designed from the ground up to produce the highest quality and performance

LifeSize Room 220/Team 220 is a 1080p30/720p60 architecture in every aspect, offering multipoint calls in 1080p 30fps, 720p 60fps and 720p 30fps

- HDX 8000/9000 multipoint calls are at best 720p 30fps
- HDX 8000/9000 only offers 1080p30 and 720p 60fps for point to point calls

LifeSize Room 220/Team 220 offers dual stream 720p at 30fps for full motion video and full motion content on the secondary channel

- HDX 8000/9000 cannot deliver 720p 30fps video with 720p 30fps content

LifeSize Room 220/Team 220 offer unmatched flexibility

The LifeSize Room 220/Team 220 gradually reduce resolution at lower bandwidths while maintaining 60fps or 30 fps for the best experience and broadest interoperability

Polycom HDX 8000/9000 cannot match this flexibility and delivers less than half the resolution of LifeSize Room 220/Team 220 at lower bandwidths

- At 768Kbps, set to sustain 60fps, LifeSize delivers 1088x608p; HDX produces 352x480p - At 768Kbps, set to sustain 30fps, LifeSize delivers 1280x720p; HDX produces 704x480p

LifeSize Room 220/Team 220 provides a superior user experience

LifeSize Room 220/Team 220 offer Virtual Multiway so that each user on a call can select from multiple unique views of video and data on one or two displays

HDX 8000/9000 offer users more limited screen layout options (dual monitor emulation)

Polycom HDX 6000

Supported Features

- High Definition 720p30
- 720p60/1080p30 RX only (optional)
- StereoSurround™ audio
- Single HD Display/Single HD Camera
- Digital I/O
- H.239 Content Sharing (People+Content)
- Lost Packet Recovery
- H.323/SIP

Non-Supported Features

- Embedded HDMCU
- Dual HD Displays
- Dual HD Cameras
- ISDN
- PSTN

The HDX 6000 package includes:

- Codec
- EagleEye Camera (View or PTZ)
- HDX Microphone Array
- HDX Remote Control
- PPCIP
- Cables necessary for setup

MSRP (US):

Fixed Focus Camera:	US\$4,999
PTZ Camera:	US\$5,999
1080p30/720p60 RX only:	US\$1,500



Polycom HDX 6000 Backplane



- No internal MCU support
- No second HD display support
- No ISDN support
- No PSTN support
- DVI Input requires separate audio input
- No HDMI support for audio

LifeSize vs HDX 6000

	Passport	Express 200	Express 220	Polycom HDX 6000
Video Modes				
1920x1080p 30fps (1080p30)	Nb	Nb	Yes	No (Decode only)
1280x720p 60fps (720p60)	Nb	Nb	Yes	No (Decode only)
1280x720p at 30fps (720p30)	Yes	Yes	Yes	Yes
Spatial Resolutions Supported	>200	>200	>200	7
Bandwidth Efficiency				
720p30	1000 Kbps	1000 Kbps	768 Kbps	1728 Kbps
720p60	n/a	n/a	1100 Kbps	n/a
1080p30	n/a	n/a	1700 Kbps	n/a
Performance at 768Kbps	1088x608 30 fps	1088x608 30 fps	1280x720 30 fps	704x480p 30 fps
Max Call Rate (Point to Point)	2 Mbps	2 Mbps	4 Mbps	4 Mbps
Transcoding Video/Audio	n/a	n/a	n/a	n/a
Custom Layouts for Each Participant	Nb	Yes	Yes	Nb
H.460 Support	Yes	Yes	Yes	Yes
HD Multi-Camera	Nb	Nb	Nb	Nb
HD Multi-Display	Nb	Yes	Yes	Nb
MSRP - Hardware	\$2,499	\$5,999	\$6,999	\$5,999
Speaker Phone	n/a	Optional	Optional	Optional
Software	Standard	Standard	Standard	\$1,500
1YR SW Support	\$350	\$450	\$450	\$1,000
MSRP	\$2,849	\$6,449	\$7,449	\$8,499

- LifeSize Passport/LifeSize Express with LifeSize Camera (PTZ) option

Summary 720p30 Systems

LifeSize Passport/Express 200 vastly outperform Polycom HDX 6000

LifeSize Express 220 uses a 1080p Full HD architecture, designed from the ground up to produce the highest quality and performance

LifeSize Passport and Express 200 offer unmatched flexibility

The LifeSize Passport and Express 200 gradually reduce resolution at lower bandwidths while maintaining 30 fps for the best experience and broad interoperability

Polycom HDX 6000 cannot match this flexibility and fails to deliver a constant 30 fps at advertised bandwidths

- 1000Kbps, set to motion, LifeSize Express 200 delivers 1280x720p at 30fps. HDX 6000 states support for 720p30 at 832Kbps but tests have revealed only 720p5 at this bandwidth
- 1280x720p 30fps video requires 2Mbps for HDX 6000

LifeSize Passport and Express 200 provide a superior user experience

LifeSize Express 200 offer Virtual Multiway so that each user on a call can select from multiple unique views of video and data on one or two displays

Polycom HDX 600 do not support unique layouts to display multiple images

Endpoints

Telepresence

Infrastructure

Management

Selling Tactics

Polycom HD TPX 306M

Polycom Telepresence offering is branded under three categories

Immersive Telepresence - Multi-monitor room-based solution using HDX platform

Room Telepresence - Single monitor room-based HDX 9000, 8000 and 7000 solutions

Personal Telepresence - Single monitor/PC desktop-based HDX 4000 and CMA solutions

Newest Immersive Telepresence offering: Polycom Telepresence Experience (TPX)

This is designed to replace RealPresence™ Experience (RPX) series In

Q4 2008, Polycom announced new HDX 8006 with 1080p support

TPX 6-seat version (306M) now available. TPX 204M / TPX 102M under development.

Features:

High Definition: 1080p30, 720p60, 720p30

Standards-based: H.323/SIP (H.264)

Bandwidth Capacity: Minimum 6Mbps for 1080p30

Seating Capacity: 6

Codecs: 3 x HDX codecs

Cameras: 3 x HD cameras

Video Monitors: 3 x 60" displays

Content Monitors: 1 x 50" display or 3 x 15" displays

Management: Crestron Touch Panel Control System

Audio: Wideband (22kHz) Codec

Two Digital Ceiling Microphone Array

"StereoSurround" Speaker Kit

MSRP (US): \$249,999



Product Comparison Chart

	LifeSize Conference 200	Polycom TPX 306M
HD Modes		
1080p30	Yes	Yes
720p60	Yes	Yes
720p30	Yes	Yes
Bandwidth Efficiency*** (Minimum bitrate for 1080p30 (Minimum bitrate for 720p60	5.1 Mbps 3.3 Mbps	6 Mbps 3.7 Mbps
Standards Based Interoperability	Yes	Yes
Audio Quality	AAC-LC	Siren22
Multipoint	Yes	Yes-Optional
Video Displays	Video Conference Mode Flexible 3x58-65" LCD/Plasmas	360" Plasmas
Concent Displays	Flexible 150" LCD/Plasma	150" Plasma (\$10,299-Optional)
Room Control	Touch Panel	Touch Panel
Availability	Shipping	Q1, 2009
MSRP	\$49,999*	\$249,999
1yr Support and Software Maintenance	In \$3,750 include	\$22,000
Total	\$53,749*	\$271,999
	49,999	

* LifeSize Conference 200 does not include furniture, displays, lighting or installation

** All bandwidth efficiency comparisons are based on systems set to "motion" to ensure full frame rate, except for 1080p30 comparison where Polycom requires their system be set to "sharpness"



Endpoints

Telepresence

Infrastructure

Management

Selling Tactics

Polycom RMX 1000

- The Polycom RMX1000 series are MCU bridges that utilize a shared DSP architecture, delivering low frame rate HD video, varying with the number of ports in use.

Strengths:

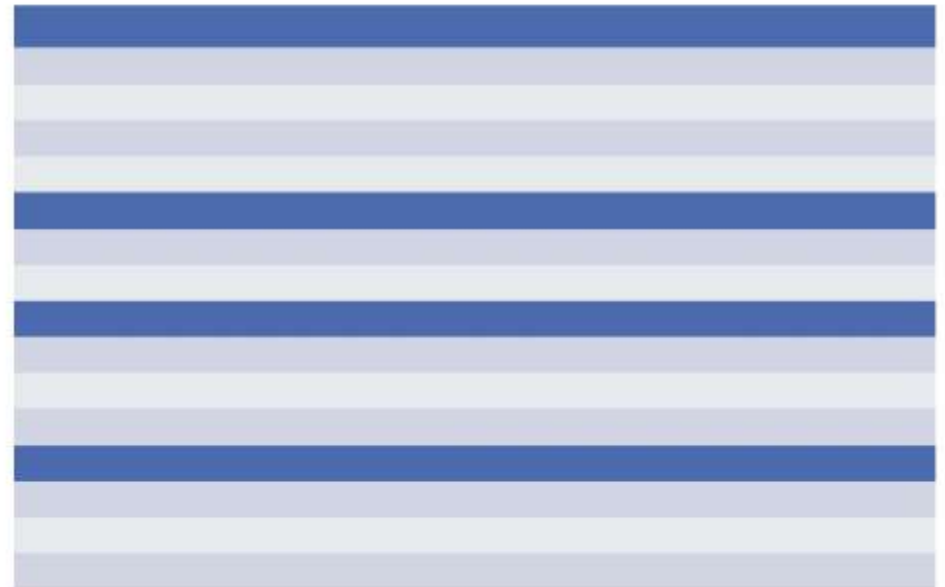
Entry level bridge for SD
Has 720p (FPS TBD)

Software

Scheduling software: A small software scheduled included for an option
Interactive Voice Response (IVR): easy conference creation and during-conference controls for both users and managers

Options

Software Scheduling	\$3,500
Software Upgrade from previous version	\$9,300
HD resolution:	\$10,300



All pricing in USD\$

Polycom RMX 2000 v4.0

- MCU bridge series that utilize a architecture based on the TI Himalaya DSP, delivering 1080p30 and 720p30 resolutions

Strengths:

Capacity Model: Hybrid
 1080p enabled
 High capacity voice ports
 (120,200,400,600,800)

Behaviors

Unique encoder & layout for HD participant
 Shared encoder & layout for SD participant
 asymmetric 1080p (720p30 RX, 1080p30 TX)
 Asymmetric 720p60 (4CIF 60 fps RX, 720p60 TX)
 Symmetric 720p (720p30 RX, 720p30 TX)

Options

½ full MPM+ Card	0:5:10:20	\$10,000*
Full MPMCard	0:10:20:40	\$20,000*
½ full MPM+ Card	5:10:15:40	\$18,000
Full MPM+ Card	10:20:30:8	\$27,000
HD License Pack: port*	0	\$7500 per
E1/T1 card for ISDN		\$16,000

or PSTN:



Polycom RMX 2000 Details

Polycom RMX 2000 V4.0 is designed to compete directly with the Codian 4500, although it supports a chassis-blade system much like the Radvision Scopia 400. This bridge is designed for medium to large enterprises and is priced around the Codian 4500 price points.

Announced features




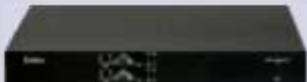

- UltimateHD™ 1080p30 in port capacities 5,10,15,20
- 720p60 capable (ports unknown)
- 720p30 in port capacities 5, 10, 20, 30, 40 (double the capacity of the older hardware)
- Asymmetric 1080p (720p30 receive, 1080p30 transmit)
- Asymmetric 720p60 (4CIF 60 fps receive, 720p60 transmit)
- Symmetric 720p (720p30 receive, 720p30 transmit)
- 4Mbps in continuous presence, 6Mbps in HD switching
- Increased resolution choices including 448p
- Future-focused RMX 2000 is designed for high-definition applications like telepresence.
- Hybrid capacity model allowing optimization for either pure HD or mixed resolution environments
- Video Clarity™ converts CIF video into SD video and converts SD video into HD video
- Internal scheduler

Conversion program

- Double-up exchange program to convert current customer hardware who invested in the RMX series over the last 2 years
- RMX 2000 v 4.0 requires a new chassis, MPM+ blades, a fan tray, and new software

Multipoint Solutions

LifeSize vs. Polycom

Multipoint Solution (MP24 and 230)	RMX 1000 & 2000 Solution
Conference Streaming (Included) Conference Recording (Optional Key)	RSS2000 
Desktop H.264 Soft Client (included)	CMA4000 
Soft Client Firewall Traversal (included)	VB5300 
LifeSize Gatekeeper (included) Outlook Meeting Plug-in (included)	CMA4000 (with Outlook Plug-In)
Multipoint MCU 	RMX series MCU 
\$59,000 and \$197,000	\$147,000 and \$238,000

LifeSize Multipoint Solution

Components designed together to deliver seamless functionality
 Superior price/performance versus comparable Polycom offering
 Best suite of value added software (Multipoint Extension, Gatekeeper)

All pricing in USD\$

Competitive Differentiation

	LifeSize Multipoint 230	Polycom RMX 2000
High Definition up to 1080p	Yes	Yes
Flexible HD Capacity	Yes	No
Carrier grade chassis	Yes	No
Redundant power supply	Yes	No
Field replaceable parts	Yes	Yes
Increased capacity option	4x	4x
Increased capacity SD resolution	360p (640x360)	CIF (352x288)
Supported video bitrate	Up to 12Mbps	Up to 6Mbps
Price per 1080p port	\$13,000	\$14,000
Price per 720p port	\$6,500	\$7,500
Overall Price	\$197,000	\$201,000

All pricing in USD\$

LifeSize Multipoint Solution

Lead with the total infrastructure story

LifeSize Multipoint 230 supports 15 ports at 1080p 30fps and 30 ports at 720p30

World-class gatekeeper with 50 users / 250 registrations*

Best-in-class server based HD video desktop endpoint, Multipoint Extension. Deployable on an unlimited number of computers within the customer's network

Streaming enabled on any Multipoint Extension enabled desktop*

Optional recording license, up to 10 simultaneous recordings

Pivot speeds and feeds conversations to solution conversations

Competing against RMX 1000? Highlight the following:

LifeSize Multipoint 24 is the highest quality entry level HD bridge

Better frame rate and port capacity than the RMX 1000

Lowest cost per HD port at \$3,125 per port

Best suite of value-add software included...(Multipoint Extension, streaming, recording)

Competing against RMX 2000? Highlight the following:

LifeSize Multipoint 230 is a Full HD bridge that offers superior price/performance Lowest cost HD bridge at \$5,500/port for 720p30 and \$11,000/port for 1080p30

Multipoint provides a high value infrastructure solution to compliment LifeSize's market leading line of HD endpoints

Best suite of value-add software included...(Multipoint Extension, streaming, recording, Gatekeeper)

Recording and Streaming

RSS4000 Background information

5, 10, or 15 concurrent SD recordings,
 Live streaming is an additional fee
 Multicast and 100 playback streams is an additional fee
 MAC users require special software to view videos
 Recording indicator seen in video
 Processing time required for video to be ready on web

LifeSize Video Center

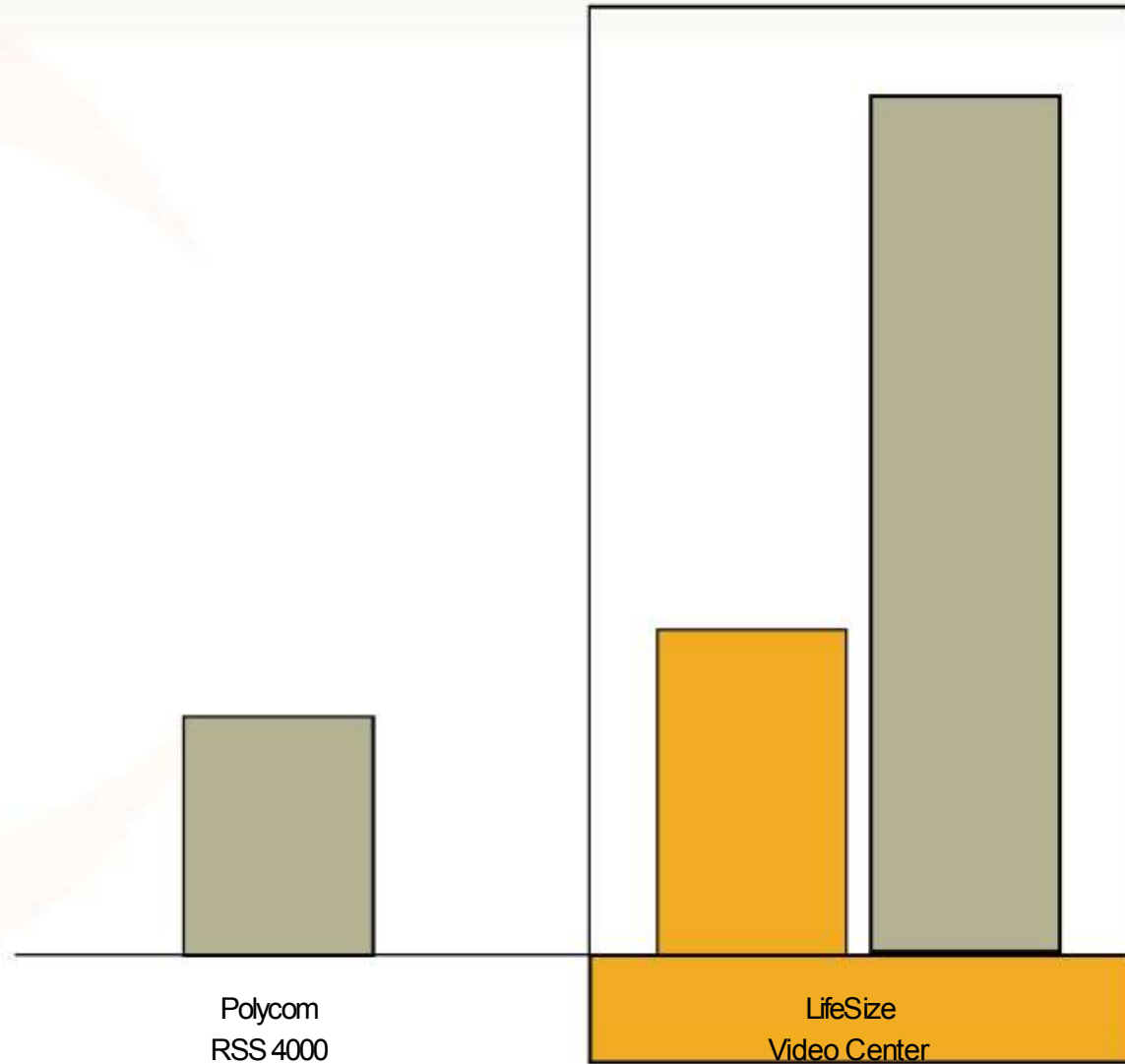
Tight integration with endpoint for push button recording and auto-publishing
 Unmatched performance, capacity

Single button Recording	No	Yes
Live Streaming Quality	HD	HD
Concurrent Live Streams	1 HD, 4 SD	20 HD, 50 SD
Concurrent Records	5, 10, or 15	50 SD
Concurrent Playbacks (Unicast)	200	450 SD
H.239 Dual Video	Yes	Yes
Toggle layout during playback	No	Yes
Storage	700hrs @ 768kbps	2,600hrs @ 768kbps
MSRP (US)	\$22,500 - \$70,000 Plus additional \$60k for VMC	\$29,999

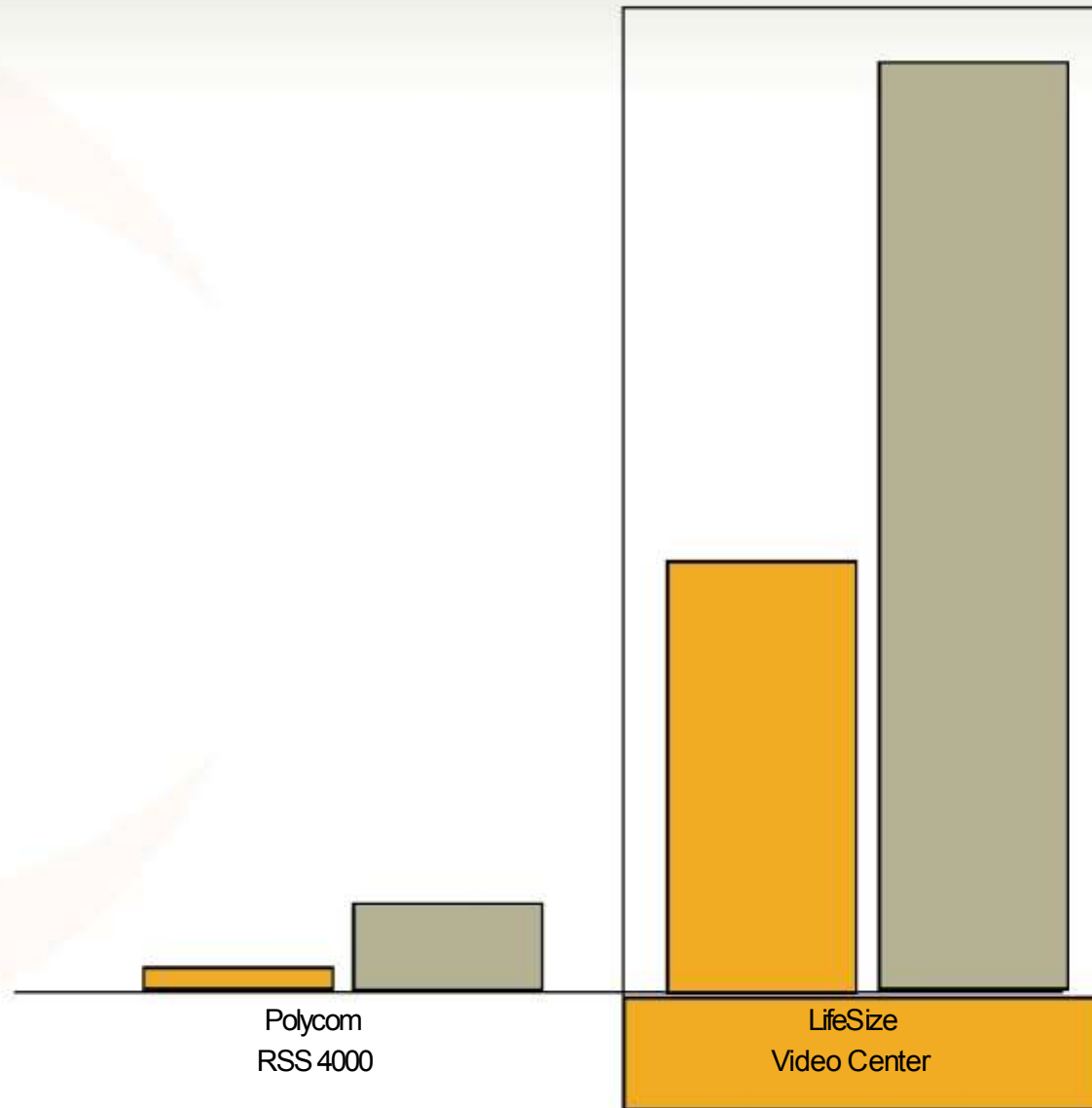
Competitive Differentiation

Polycom RSS 400 Weakness	LifeSize Video Center Strength
Complexity of initiating a recording	One button record
Recording indicator box	Small overlay during a call, not saved in recorded video. Not viewable on playback
Fixed Layout for Data + Video	Every web participant controls their own layout view
Limited capacity and performance	Unrivaled capacity and performance
Long delay before video is ready	Video is ready immediately
Difficult to set permissions, quality, channels, tags, etc	Recording key automatically assign all video attributes
No way to automatically publish	Videos are auto-published using Recording Key settings
Caveats for HD recording	No Live Streaming or HD compromises

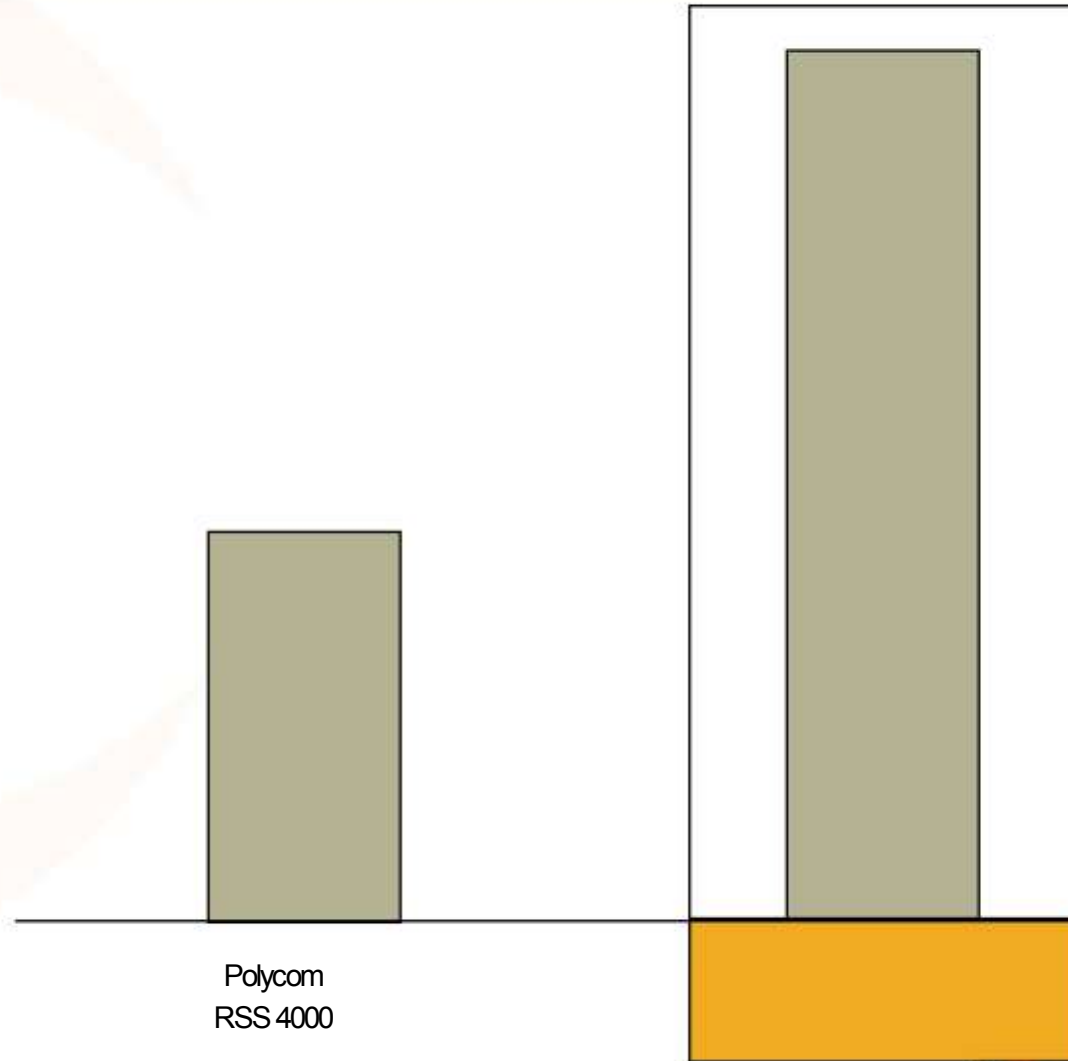
Performance Comparison



Performance Comparison

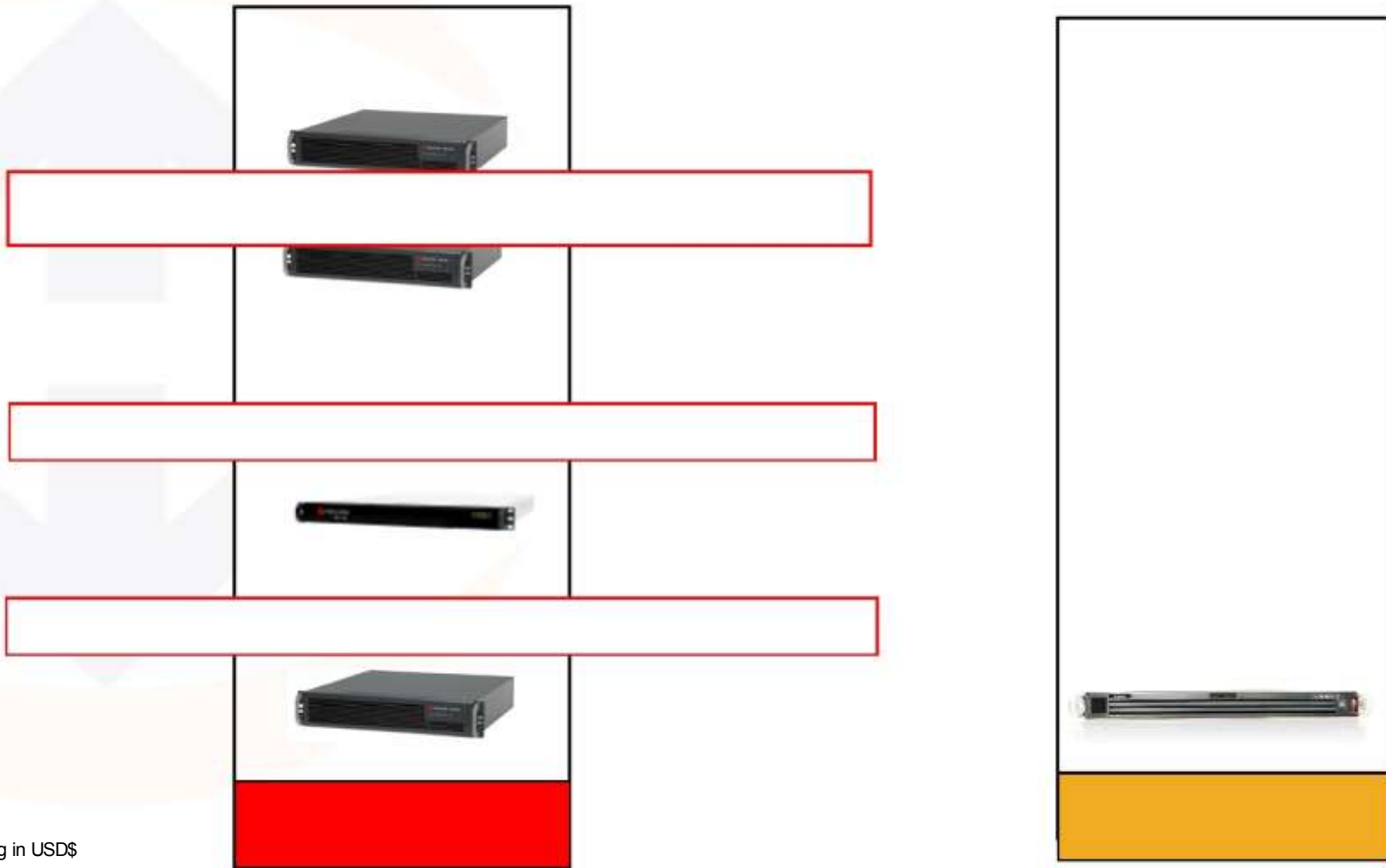


Performance Comparison



Polycom
RSS 4000

What does it take to compare?



All pricing in USD\$

Endpoints

Telepresence

Infrastructure

Management

Selling Tactics

Polycom Management Software

Multiple management platforms with overlapping features

- CMA
 - Has Outlook plug-in
 - No Exchange integration limits scheduling systems (Microsoft Outlook only)
 - CMA lacks detailed endpoint controls like backup and restore
 - Cannot manage LifeSize endpoints or infrastructure
- GMS
 - No Microsoft Integration
 - Only vendor supported is Polycom
 - Has detailed endpoint management over Polycom endpoints
 - No Conference Scheduling
- Webcommander
 - Claims Outlook integration because users can receive an email from the web-commander and drag and drop the message into their calendars
 - Only a scheduling platform. Lacks upgrades/downgrades, settings management of endpoints
- RediManager SE200
 - Has scheduling, and is a Gatekeeper
 - Lacks the detailed endpoint management features of GMS

LifeSize Control

Superior Quality of Experience

LifeSize Control is the only true multi-vendor management platform

LifeSize Control manages LifeSize, Polycom, Tandberg and Sony endpoints

LifeSize Control manages LifeSize, Tandberg, and Radvision infrastructure We will continue to expand the models and vendors supported by Control

Unique Flexibility

Control's Microsoft Exchange integration is the easiest to install and use

No Microsoft Exchange patches, No Microsoft Outlook plug-ins

No end user training. Anyone who knows how to book a conference room knows how to book a video call

CMA Lacks Exchange integration - limits scheduling systems

Unmatched Price/Performance

No additional charges.

Microsoft Exchange integration is a standard feature

LifeSize Control Competitive Matrix

CRITERIA	LifeSize Control		Polycom CMA		Polycom GMS	
	Yes		Yes		No	
Endpoint Management						
Schedule Calls	Yes		Yes		No	
Generate Reports based on Call Detail Records (CDR)	Yes		Yes		Yes	
Manage and Inventory Endpoints	Yes		Yes		Yes	
Claims Multi-Vendor Endpoint Management	Yes		Yes		No	
Manage LifeSize Endpoints	Yes		No		No	
Infrastructure Management						
MCU, Gateway Management	Yes		Yes		Yes	
Scheduled MCU cascaded calls	Yes		No		No	
Active Directory, LDAP, H.350 Address Management	Yes		Only AD		Yes	
Internal address book (proprietary)	Yes		Yes		Yes	
Interoperability						
Microsoft Exchange Integration Included	Yes		Additional \$		No	
Lotus Notes integration included	No		Additional \$		No	
IT Management						
Deployment Models		Software only	Appliance only	Appliance and software		Appliance and software
System management Heads up Display	Yes		Yes		Yes	
Real Time Management	Yes		Yes		Yes	
Alarm Status and Notification	Yes		Yes		Yes	
Backup and Restore endpoints	Yes		No		Yes	
Upgrade and configure endpoint settings	Yes		Yes		Yes	
Retail price (50 Seat deployment)		\$12,450		\$21,000*		\$10,000
Outlook Integration		Standard		\$9,000		no integration
Total Cost		\$12,450		**\$30,000		**\$10,000

*CMA requires purchase of an appliance with seating at 200 seats

**Competitive pricing based on approximation

Endpoints

Telepresence

Infrastructure

Management

Selling Tactics

Polycom Selling Tactics

Tactic 1: Polycom Continues to Spread FUD About the Viability of LifeSize

Response:

Number 1 response is Logitech acquisition changes all this

Second is to educate customers with facts. Customers see competitive attacks like this for what they are

Make sure your customers know the facts. LifeSize was and remains the fastest growing company in the video communication industry:

- Global presence and distribution with 13 offices worldwide

- Over 40,000 units shipped to more than 10,000 customers

- Extensive partner network with products sold in over 80 countries

- Key strategic partners including CSC, Dell, Hitachi, Siemens and TechData

- Global support staff with three support centers across EMEA, APAC and AMERICAS

Customers from the largest enterprises to small organizations are choosing LifeSize for who we are and Logitech accelerates LifeSize's vision of providing HD video to the masses

Polycom Selling Tactics

Tactic 2: Focus on Polycom's end-to-end video communication solutions from the desktop to telepresence

Response:

Polycom's April product announcement was designed to simplify its complicated product portfolio and compete more effectively with LifeSize. These are not new products designed to address key customer features and their quality improvements are questionable and need testing to validate

- Lack a strong foundation of a powerful, flexible HD architecture

- Flexibility over varying bandwidths remains a critical gap in providing HD quality

Bring the discussion back to quality and consistency of user experience. User experience drives adoption and utilization which drives fast ROI

LifeSize delivers the highest quality video communications experience with unmatched bandwidth flexibility and outstanding price/performance

We compliment our superior endpoint technology with an open management solution and high value HD infrastructure

Polycom Selling Tactics

Tactic 3: Polycom Relies on Meaningless Acronyms and Bogus Claims

Response:

Customers want to talk about their problems and how to solve them. When vendors bombard them with claims and buzzwords it can be frustrating

Avoid Polycom's attempts to defocus the conversation from customer needs and solution performance to softer, vision and marketing discussions that mask their product limitations.

Refocus competitive discussions on the benefits that we deliver consistently: the highest quality experience, most flexibility and best price/performance

LifeSize provides a superior experience at any bandwidth (always 16:9 aspect ratio, and highest resolution while sustaining 30 or 60 fps for fluid motion)

LifeSize provides a rich, HD audio experience through standard-based wideband audio technology, whereas Polycom's Siren22 is not interoperable with other video systems

LifeSize provides a superior 1080p30/720p60 embedded bridge as a standard feature on LifeSize Room 220/Team 220 video systems

Conclusion

LifeSize 220 series use a 1080p30/720p60 architecture that outperforms Polycom's HDX endpoints

LifeSize Passport offers unmatched flexibility and performance versus Polycom HDX 60 00

Make sure competitive comparisons are accurate

Polycom positions competitively on price regardless of quality and performance

Ask how Polycom's quality of experience at any bandwidth compares to LifeSize

Ask about features like the embedded HD MCU and individualized layouts

Ask about the bandwidth and performance tradeoffs with Polycom systems.

Make sure that customers understand that LifeSize systems are all inclusive HD video communication solutions. We don't charge extra for software key features or use older, less capable products to serve budget constrained environments

At LifeSize, every day, on every product we sell, customers can expect the highest quality of experience at any bandwidth and outstanding price/performance

All of this makes LifeSize the right choice in this or any economic environment