

LifeSize believes in the power of video to help people do more while travelling less. The company designs and delivers high definition video communications products that provide a productive, true-to-life experience.



## Background

- Leader in HD video communications: delivered world's first HD video products
- More than 4000 customers around the globe in wide variety of industries
- Headquartered in Austin, TX USA with subsidiaries in the Americas, EMEA and APAC
- Founded in 2003 by industry veterans

## Executive Team

Craig Malloy – Chief Executive Officer and Co-Founder  
Casey King – Chief Technology Officer  
Bill Paape – Chief Financial Officer  
Adam Taylor – Executive VP, Worldwide Sales and Customer Service

Matt Collier – Senior VP of Corporate Development  
Alan Hagedorn – Senior VP of Operations  
Colin Buechler – Senior VP of Marketing  
Alise Mullins – VP of Human Resources  
Joe Bulger – VP of Engineering  
David McCann – VP of Worldwide Technical Services

## Partners

- Extensive global partner network with products sold in over 80 countries
- Sales channel includes VOIP and data VARs, system integrators, audiovisual and conferencing experts, strategic OEMs and carrier partners
- LifeSize Global Deployment Program (GDP) enables enterprise-wide multi-national video deployments

## Market Drivers

- Increasingly distributed economy with global workforce, customers and partners
- Costly, inefficient travel is no longer sustainable
- Competitive and time-to-market requirements require improved communications and faster decision cycles
- Environmental concerns, fuel costs and carbon emissions reduction goals at odds with air travel
- Companies desire to reduce costly employee turnover by improving worker morale and work-life balance

## Customers

- Large Enterprises (Energy, Entertainment, Financial Services, Healthcare, Media, Utilities)
- Mid-Market Enterprises (Corporate Recruiting, High Tech, Legal Services, Manufacturing, Professional Services, Retail)
- Education (Primary, Secondary and Higher Education)
- Public Sector (Federal, State and Local Government)

## Product Suite

Our comprehensive product suite enables high definition video communications that make voices, viewpoints and expressions come to life. LifeSize offers a complete range of high definition video communications solutions for organizations ranging from global enterprises, governments and universities to mid-market companies and small businesses.



### Video

LifeSize® provides the highest quality HD video conferencing and telepresence products available. Each system is designed to make video communication a highly productive, simple to use, reliable and stunning experience.



### Infrastructure

LifeSize helps organizations achieve truly simple to use, reliable video and audio communications. The key is best in class infrastructure solutions that help users connect to any network securely and with ease.



### Management

LifeSize® enables multi-vendor, IP management that offers centralized control and easy to use reporting, web based interfaces and standards support. The result is high reliability for users and confidence in maintaining a mission critical video communications network.

## LifeSize Presence

LifeSize delivers a total solution that does not require customers to make sacrifices or trade-offs. We call this LifeSize Presence, delivering a superior quality of experience, unique flexibility and unmatched price performance - with no compromises.

### Superior Quality of Experience

#### The HD Experience

- Clear and lifelike - like looking through a window
- See everyone in the room clearly, including facial expressions and non-verbal cues
- Improve richness of communication across time zones and cultures

#### Easy to Use

- As simple as dialing a phone
- Communicate as naturally as if you're in the same room

#### HD Video and Audio

- Full HD: 1080p30 and 720p60 quality
- True HD: 720p30
- 16x9 aspect ratio
- Crystal clear, wide band audio

## LifeSize Presence

The LifeSize Difference is the Experience

### Unique Flexibility

#### Easy to design and deploy

- Any environment, any room
- Designed for streamlined installation

#### Commitment to Open Management

- Comprehensive, standards-based management suite
- Open architecture

#### Extension of your existing network

- No separate network required
- Zero incremental bandwidth
- Dynamic resolutions provide optimal bandwidth management

### Unmatched Price Performance

#### Efficient architecture

- Better quality at any bandwidth
- Architected from the ground up for HD
- Maximum performance design

#### Lowest total cost of ownership

- Lowest acquisition cost
- Lowest maintenance cost with no expensive network build-out required
- No hidden costs – standard features are not upsells

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