



## LifeSize Connections Merges Simplicity and Performance by Bringing HD Video Conferencing to the Cloud

*New infrastructure as a service (IaaS) offering enables businesses of all sizes to unlock the quality, productivity and power of HD video collaboration in the cloud*

AUSTIN, Texas--(BUSINESS WIRE)-- [LifeSize](#), a division of Logitech (NASDAQ:LOGI) (SIX:LOGN), today announced [LifeSize@Connections](#), a cloud-based [HD video conferencing](#) platform that delivers immersive, multiparty communication at enterprise-level quality. LifeSize Connections delivers seamless, encrypted HD video calling across the enterprise — connecting LifeSize [video conferencing systems](#) in conference rooms to desktop users on PCs or Mac computers.

"For the thousands of organizations sitting on the sidelines waiting to realize the power of HD video collaboration — the wait is over," said Craig Malloy, CEO of LifeSize and Logitech SVP. "LifeSize Connections is a fast, easy way to add and extend HD video collaboration within and outside any enterprise; a benefit that was previously reserved for executive board rooms with a hefty price tag and managed service burden. Now, our cloud-based platform is introducing a new way of working by enabling employees to improve productivity and collaborate in ways they never thought possible."

Users can have any contact join them in Connections as a guest, for free, by simply sending a download link and guest registration. This makes it easy for both new and existing video users to extend their reach and communicate with remote employees, clients and partners in an easy, ad hoc way. LifeSize Connections features nine-way HD video bridging, data encryption and management. It automatically configures endpoints and software clients to instantly traverse firewalls, ensuring connection on any network, every time.

Outstanding barriers to video adoption for many companies have been the high upfront cost of equipment and the lack of sufficient IT resources to manage complex deployments of traditional on-premises video infrastructure. Interoperability challenges also make it difficult for on-premises users to make calls with outside vendors, customers or colleagues. LifeSize Connections helps eliminate these challenges by combining turnkey deployment, flexible pay-as-you-go pricing models and the ability to collaborate with anyone with a computer and a webcam.

"Video requirements vary from company to company, regardless of whether they're the smallest SMB or the largest enterprise, because those needs are dictated by their clients, employees and partners," said Roopam Jain, principal analyst, Frost & Sullivan. "With Connections, LifeSize is pushing video closer to ubiquitous adoption by making it easily accessible to anyone, anywhere."

### Product features of LifeSize Connections include:

- Reducing the IT burden
  - Seamless integration among meeting rooms, PCs or Mac computers
  - Auto-configuration of endpoints and software clients including directory services
  - Integrated firewall traversal to help ensure call connectivity over any network
  - Encrypted, Web-based administration including user-specific bandwidth control, reporting and user management
- Simplifying use for any user
  - Simple click-to-call, presence-enabled dialing with seamless call escalation to multi-party calling
  - Data sharing and instant messaging capabilities
- Making HD video communication accessible
  - Up to nine-way multipoint calling at 720p with encrypted media and signaling
  - Cloud-based scalability that grows with an organization simply and easily to help reduce costs and IT support
  - An optional free trial of the product before committing to a purchase

## Pricing and Availability

LifeSize Connections Desktop Client: U.S. \$30/user/month

LifeSize Connections Endpoint: U.S. \$100/room/month

Pricing includes up to 9-way 720p video bridging for every seat

LifeSize Connections is expected to be available globally in the third calendar quarter of 2011

## Additional Resources

- [LifeSize Connections datasheet](#)
- [More information on all LifeSize July 20 announcements](#)
- [More information on the LifeSize Connections beta program](#)
- [LifeSize blog](#)

## About LifeSize Communications

LifeSize is a pioneer and world leader in high-definition video collaboration. Designed to make video conferencing truly universal, our full range of open standards-based systems offer enterprise-class, IT-friendly technologies that enable genuine human interaction over any distance. Founded in 2003 and acquired by Logitech in 2009, LifeSize, with its commitment to relentless innovation, continues to extend the highest-quality video conferencing capabilities to anyone, anywhere. For more information, visit [www.lifesize.com](http://www.lifesize.com).

Note to editors: Photos available at [www.lifesize.com/press/media\\_kit](http://www.lifesize.com/press/media_kit)

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LifeSize Communications  
Jacey Overton, 512-623-4215  
[joverton@lifesize.com](mailto:joverton@lifesize.com)

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