



LifeSize Announces First Touch Screen Phone Optimized for HD Video Conferencing

2nd generation LifeSize Phone creates a simpler, more engaging experience for users

AUSTIN, Texas, February 28, 2012 /PRNewswire/ --

[LifeSize](#), a division of Logitech (NASDAQ: LOGI) (SIX: LOGN), today announced the second generation of [LifeSize® Phone](#), the first touch screen conference phone optimized for [HD video conferencing](#). The phone elevates the overall user experience for audio and video conferencing by making it simple to use and easy to navigate, ultimately driving broader adoption and accessibility.

Historically, knowledge workers who may be new to video conferencing are often intimidated by the technology due to complexities in using remote-control based systems. On-site IT teams do their best to train employees, but calls to the helpdesk asking, "How do I use this video system?" are a frequent occurrence in most video-enabled organizations. LifeSize listened to its customers and designed a conference phone for its video conferencing systems with exceptional audio quality that virtually anyone can use, no matter their previous video knowledge or skill level.

The phone features touch-based navigation and directory dialing, as well as control of data sharing and cameras, all with a streamlined, video-optimized user interface (UI). By creating an improved user experience with advanced collaboration tools and removing the complexity of remote-control dialing, LifeSize is truly simplifying video conferencing usage and reducing the IT burden of video system management.

"LifeSize's key principle has always been relentless innovation and, in applying that to the creation of our new phone, we've redefined the user interaction with video calling," said Michael Helmbrecht, vice president and general manager, video solutions for LifeSize. "Our goal with the second generation LifeSize Phone was to design a product so simple to use, anyone could walk into a conference room and be instantly engaged in a productive meeting over video. By making the act of video calling instinctive while also taking advantage of more advanced collaboration features, we're helping drive mass adoption of video calling throughout the enterprise."

Pricing and Availability

- LifeSize Phone is globally available today with the [LifeSize® Room 220™](#) HD video conferencing system. The LifeSize Room 220 system starts at approximately \$17,999 U.S. MSRP.

Additional Resources

- [LifeSize Phone datasheet](#)
- [LifeSize blog](#)

About LifeSize Communications

LifeSize is a pioneer and world leader in high-definition video collaboration. Designed to make video conferencing truly universal, LifeSize solutions are simple to buy, adopt, support and use. Offering video conferencing systems and software applications as well as a full line of video infrastructure, available on premises or in the cloud, LifeSize is committed to universal video collaboration. With LifeSize, customers can participate in large multi-party HD calls, live streaming and recording, collaboration on any mobile device, on any network, all at the highest level of quality. LifeSize was founded in 2003 and acquired by Logitech in 2009. For more information, visit <http://www.lifesize.com>.

Note to editors: Photos available at http://www.lifesize.com/press/media_kit

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