



## Press Releases

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**April 14, 2008**

### **LifeSize Shatters Price-Performance Barrier Again With World's First Sub-\$5000 High Definition Video Communication System**

*LifeSize enables widespread enterprise deployment with advanced infrastructure and management products*

**Austin, Tex. – Apr. 14, 2008** – LifeSize Communications, the global leader in high definition video communications, announced the world's first high definition video communication system with a retail price below \$5000. LifeSize® Express™ with the new LifeSize® Focus™ integrated HD camera and microphone array is available for \$4999 and delivers an immersive, high definition telepresence experience over existing broadband networks. Sleek, powerful and easy to use, LifeSize® Express with Focus can bring telepresence to any room.

"LifeSize Express with Focus is the world's most affordable telepresence system," said Craig Malloy, CEO and founder, LifeSize Communications. "We are committed to extending our price-performance leadership and bringing the telepresence experience to everyone."

Compact, simple and elegant, LifeSize Focus features a high definition video camera that delivers full HD 1280x720 video at 30 frames per second. Built to operate in any office or conference room environment, the camera delivers outstanding image quality in a wide range of light conditions. An integrated two-microphone array with beam-forming technology provides excellent sound quality. By integrating the microphone array in the camera housing, LifeSize Focus saves space and eliminates clutter.

LifeSize Focus integrates seamlessly with all LifeSize video codecs, including LifeSize Express, LifeSize Team MP and LifeSize Room.

LifeSize systems are ideal for enterprises expanding and upgrading their video infrastructure and for new users seeking the benefits of video. By eliminating cost and complexity, LifeSize video conferencing systems can be deployed almost anywhere, by anyone. Conference rooms, executive offices, field offices and home offices can all become telepresence rooms. LifeSize systems are simple enough for anyone to use, yet can be fully managed and integrated into the sophisticated IT infrastructures found in large enterprises.

In addition, LifeSize announced new releases of core management and infrastructure solutions. LifeSize® Control™, LifeSize® Gatekeeper™, LifeSize® Multipoint, LifeSize® Gateway™ and LifeSize® Networker™ now offer enhanced system management, remote policy enforcement and improved access to legacy video networks. LifeSize management and infrastructure components are ideal for creating mission-critical video communications networks.

"LifeSize is the industry leader in price performance, with the widest range of telepresence solutions from the award-winning LifeSize Express to our powerful and flexible LifeSize Team MP and LifeSize Room systems to our LifeSize Conference solution for the most sophisticated boardroom

environments," said Malloy. "Now, at less than \$5000 per endpoint, LifeSize makes it possible to bring telepresence to any room.

LifeSize Focus and LifeSize Express with Focus are available for immediate delivery worldwide.

**About LifeSize Communications**

LifeSize is the first company to develop and deliver high definition video communications products. Founded in 2003 by industry veterans and was named "Videoconferencing Company of the Year" in 2007 by Videoconferencing Insight. LifeSize's award-winning solutions combine exceptional quality, user simplicity and administrator manageability to make video communications a productive, true-to-life experience. LifeSize is headquartered in Austin, TX with subsidiaries in Europe and Asia Pacific, and a network of channel partners reaching more than 80 countries.

For additional information or to request a live product demonstration, visit the LifeSize Web site at [www.lifesize.com](http://www.lifesize.com) or call 1.877.LIFESIZE in North America, 008000 999 09 799 in Europe, and +852 8239 3695 in APAC.

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