

## Target Audience

- New to video, new to Lifesize, has on-premises video conferencing and wants to move to cloud-based video conferencing
- Wants fast, easy, on-the-go solution with convenience of subscription
- Wants best-in-class meeting experience but prefers not to manage or pay for on-premises solution
- No infrastructure required (servers, server rooms)
- Little to no IT support required

## Why Lifesize Cloud

1. Connecting a Lifesize Icon and Lifesize Cloud provides an unparalleled meeting room experience:
  - Lifesize Icon comes with the Lifesize Cloud software preloaded so it works right out of the box—plug it into any IP outlet and go.
  - Your directory is auto-populated; now every user in your network has instant access to every user and custom-named meeting room.
  - We push software updates automatically to you so you never have to update your device.
  - Group calling—up to 25 participants can collaborate at a time. Simply click to add or accept more participants!
  - We traverse firewalls so you don't have to! Rest assured that we provide business-class security and encryption.
2. We offer the highest quality video, audio and presentation in a room video system and mobile apps designed for the most robust business applications.
3. Works the way you work—group video calls, audio calls, shared documents.

Quick tips and product highlights to review prior to talking to a customer or prospect



## Elevator Pitch

Only Lifesize provides an award-winning room video system with best-in-class mobile apps combined with a cloud video service so that everyone gets a connected experience from the meeting room to the office and on the go.

### What is it?

Lifesize Cloud is a cloud video service that lets everyone simply and instantly have real-life meetings.

### What is different about it?

Only Lifesize provides both the software as a service (Lifesize Cloud) AND the award-winning room video system (Lifesize Icon) so that people can meet over video from wherever they are on their laptops, tablets or smartphones while staying connected to the rest of their team in a meeting room back at the office.

### What is great about it?

Lifesize Cloud is designed to work the way you work—from group video calls to document sharing and even audio calls, we've got you covered. Call anyone instantly for an impromptu call, or jump into a scheduled meeting by selecting a virtual meeting room. Simply scroll through the alphabetized shared company directory and with one quick click, you're in a video call! Keep adding people (up to 25) to have a group video call. Pick up the call on any device! Lifesize Cloud helps you work smart by working the way you work.

## Key Competitive Differentiator

Only Lifesize offers BOTH the highest performing video system on the market (Lifesize Icon) combined with the highest quality cloud video service (Lifesize Cloud), delivering a connected experience from the meeting room to the office and on the go, all at a compelling value.

## At-a-Glance

### Core: Lifesize Icon Room Video System

- Highest quality video (1080p)
- Simplest and quickest to use (frustration-free experience)
- Intuitively designed
- Touch-screen conference phone
- Affordable

### Coupled with: Lifesize Cloud, Cloud Video Service

- Plug-and-play with Lifesize Icon
- Auto-populated shared directory with click to call by name
- Instant + scheduled video calls
- Single + group video calls (up to 25-way)
- Rings all your devices
- Firewall traversal for business-class security and encryption
- Automatic software updates

### Connected Experience

All of this culminates in the best user experience. Only Lifesize delivers the connected experience to your meeting room, your office and on the road by working on virtually every device you use.

## Why Cloud?

For companies that don't want the up-front capital costs and management of on-premises infrastructure hardware or virtual machine software, cloud solutions make cost-effective and scalable meetings possible.

### 1. Reduced Costs

- Affordable
- No expensive infrastructure to manage

### 2. Efficient

- Faster to deploy
- Easier to use

### 3. Management & Usability

- Lifesize manages cloud operations for you
- Easy-to-use user interface
- Frustration-free web console for customer account managers

### 4. Usage-Based Costs

- Pay for only what you need
- Scale as your company grows

### 5. Automated Cloud-Based Software Updates

- Fast feature updates

## User Benefits—Work Smart

Simply have real-life meetings, no matter where people happen to be. Connect over the highest quality video on any chosen device and meet with teams and outside guests. Lifesize Cloud links Lifesize Icon room video systems to laptops, tablets and smartphones so you can enjoy a connected experience no matter where you are!

1. **Instant + Scheduled Calls**—Call anyone instantly or have everyone dial into a virtual meeting room.
2. **Shared Directory**—When it's time to call someone, simply scroll through the directory to see if they're available, and call them with one quick click.
3. **Rings All Devices**—Rings your video system, laptop, tablet and smartphone for a video call.
4. **Single + Group Calls**—To add another person to the conversation, simply click on their name. Keep adding people as you go (up to 25).

## IT Admin Benefits

Here at Lifesize, we recognize how important the role of the IT admin is, and we constantly strive to make our solutions quicker and easier to deploy, manage and use. Here are a few ways we aim to make your life easier:

1. **Enable video in remote offices** with a minimal investment of time and money (connecting a Lifesize Icon room video system to our software is easy).
2. **Bring the highest quality** video and audio to the meeting room easily.
3. **Never worry** about keeping the video network up and running—that's our job.
4. **The intuitive web console** controls users and virtual meeting rooms.
5. **Think out of the box**—setting up an award-winning Icon room video system is as easy as 1-2-3. Connect it to your network (the Lifesize Cloud software is already installed) and start meeting.
6. **Our "Smart Start" software** provides automated cloud updates on Icons, laptops, tablets and smartphones to ensure that your team is running on the latest and greatest software version.
7. **Security and encryption**—we traverse firewalls so you don't have to. Our secure, encrypted cloud experience lets you conduct your meetings with confidence.

## Lifesize Icon

Lifesize Icon is the simplest and most intuitive video calling solution on the market. Ideal for meeting rooms and offices, users find it as easy to operate as their smartphones with the added bonus of face-to-face interaction, which propels productivity and stronger connected relationships.

## Mobile Devices

Anywhere can be your workplace. No matter where you are, you can enjoy a connected experience from your laptop (Mac® or PC) and the latest iOS and Android™ tablets and smartphones.

	BlueJeans® "Meet-Me" Cloud Video Service	WebEx™ & GoToMeeting® Web Conferencing	Cisco® & Polycom® On-Premises	Lifesize Cloud Video Service
<b>Instant Communication</b> (Unscheduled calling)	X	X	✓	✓
<b>Dial People, Not Numbers</b>	X	X	X	✓
<b>Shared Directory</b>	X	X	✓	✓
<b>Room Video System</b>	X	X	X	✓
<b>Delivered as SaaS</b>	✓	✓	X	✓
<b>Interoperable</b>	✓	X	✓	✓

\* Wainhouse Research: Video Conferencing Endpoints, Infrastructure, and Services Market Sizing & 5-Year Forecast — 2013

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