



The following is an overview of the philosophy behind 'Smart Video'

Smartphones have revolutionized the mobile phone industry



Main use = Calls

Main purchase considerations
= size and battery life



Main use = Web access

Main purchase considerations
= speed and apps

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What do we mean by Smart Video? Think back to a time before smartphones. People chose their phones based on a completely different set of criteria than we use today - battery life, sturdiness, and size. The belief was that future mobile phones would become the size of a credit card, with a battery life of a month and be indestructible; when in actual fact they are 4x the size, have the battery life of a day and will break if you drop them!

Smartphones revolutionized the industry by completely changing how people use their mobile phones and what they judge as important – now the criteria for choosing a phone is how easy it is to use, how fast you can surf the web and what apps you can run on it. We've taken this same revolutionary approach to video conferencing, completely redefining how people use video in their everyday lives.

Can you imagine a day without your smartphone?



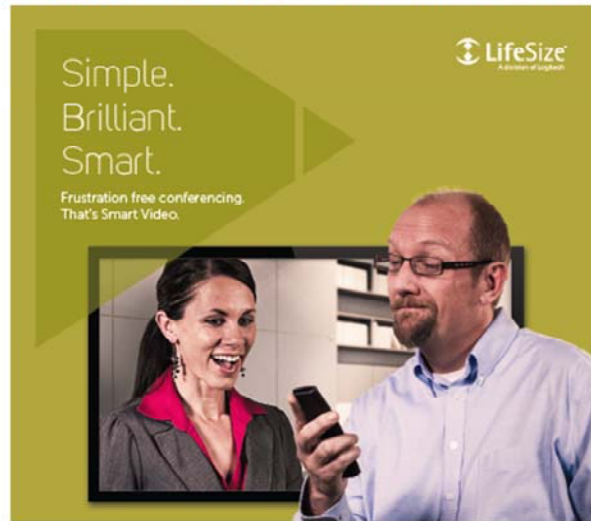
...it should be the same for video conferencing.

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The new approach of Smart Video is to focus on a radically simplified user experience. Traditionally, video conferencing has been difficult to deploy, and the cost and complexity of the technology has been too overbearing for most businesses. The Smart Video experience is feature-rich, simple and doesn't require any training, it's intuitive - just like your smartphone. And it is seamlessly scalable – enabling video for everyone. You can start very small and build up to as many users as you need, easily and cost-effectively.

Blurring the line between the device and the technology.



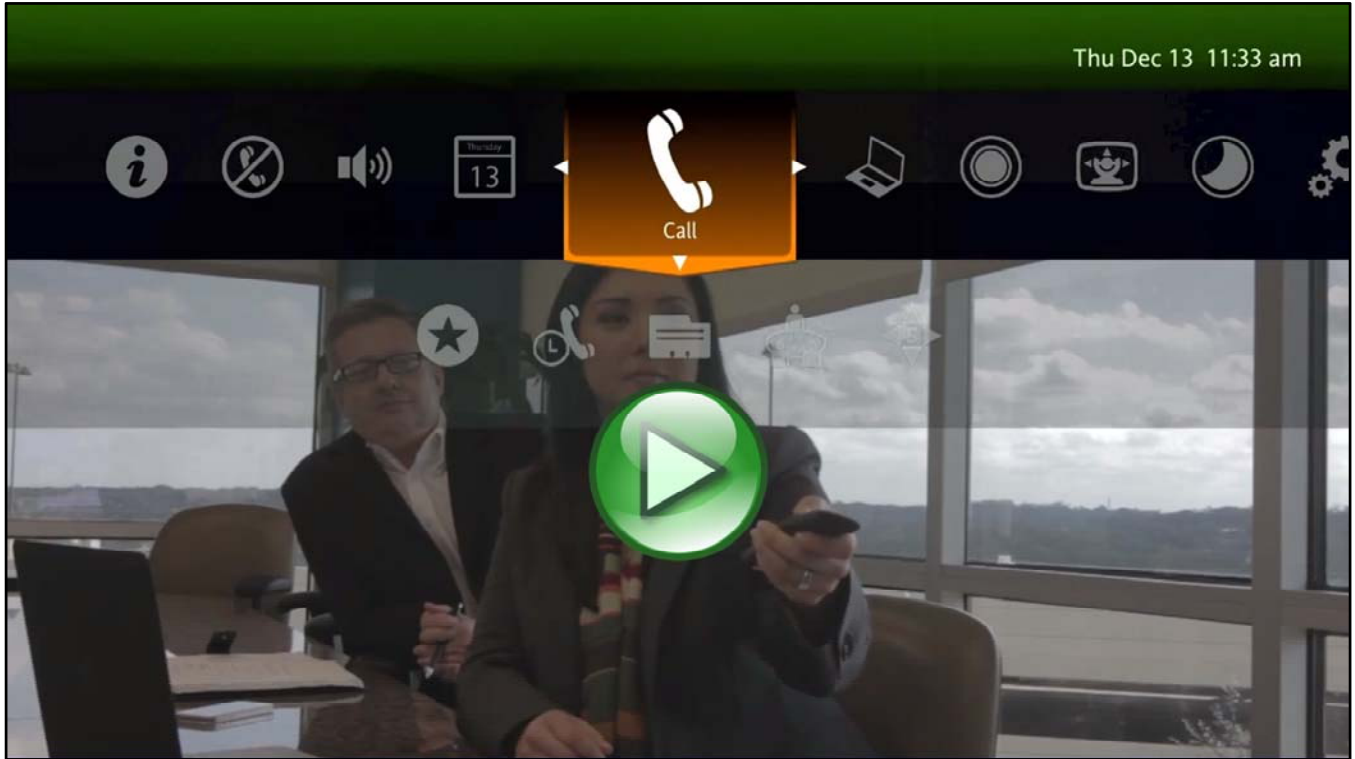
Frustration free conferencing. That's Smart Video.

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When a video conferencing system is truly smart, businesses will find that the IT investment is minimal but the capabilities of the system are vast. Sophisticated features boiled down until they're as simple to use as the applications on a smartphone. You no longer have to worry about where technology resides. It blurs the line between the device you use and the network - it is transformative.

The technology simply melts into the background where it should be. That's Smart Video. The result, a universally user-friendly experience that people will want to use – not be made to use.



Now Smart Video has arrived – enabled by the LifeSize Icon Series.

5 smart reasons

Why the LifeSize Icon Series is different

1. **Easy enough for anyone to use without training**
2. **Lots of infrastructure applications with none of the hassle**
3. **Heads-up experience**
4. **Name-based dialing**
5. **Smart scheduling**



1. With its icon-driven design, the LifeSize Icon Series is as easy to use as any smartphone
2. Traditionally video conferencing infrastructure applications have been too complicated to use, with the LifeSize Icon Series everything appears local to the user, and the technology simply vanishes. Join a multiparty call, stream and record, or access your schedule for the day, can all be done through the same UI
3. Now you never have to look down (e.g. to a remote) to do the things you want to do over video, your head always stays up and focused on the call
4. Much easier than having to remember / look up lengthy IP numbers
5. All of your video meetings are laid out in front of you, to join simply click the OK button. Pop-up reminders will also appear on the screen to alert you of a meeting