

## RADVISION iCONTACT™



### Enhance and extend contact centers with the power of personalized visual communications

RADVISION iCONTACT enables you to enhance your contact center with personalized visual communications for new revenue-generating services and a richer customer experience.

With the proliferation of broadband Internet and mobile phones, more and more people have access to real-time video communications through video-enabled handsets, web cameras and videophones in the office, at home and on the road.

Visual contact centers enable personalized live video interaction and collaboration in a variety of industries, ranging from telecom to selected vertical markets, such as healthcare, banking, insurance, customer service & support, law and more.

RADVISION iCONTACT is a comprehensive technology platform (patent pending) that enables system integrators and contact center integrators to develop, implement and add visual communication services to new and existing voice or video contact center operations.

#### Deliver Revenue-Generating Applications

Not limited to live agent interaction only, contact centers can offer personalized promotional or instructional video to customers while in queue, as well as provide a self service video-IVR. Video-enabled contact centers deliver a better user experience, enhancing productivity and opening new possibilities for revenue-generating applications.

- Deliver exciting video content services to your customers, including promotions, training, advertisements and additional live or streamed video clips
- Complements existing contact center infrastructure – both TDM and IP-based
- Enable video connectivity to any terminal type, including PCs, mobile handsets and videoconferencing endpoints

**Harness the power of the interactive visual experience to expand the value of your mobile and IP networks**

#### Operator benefits:

- More effective personalized sales service
- Increased efficiency and availability
- Enhanced self-service
- Leverage the queue
- Differentiation from the competition

#### Subscriber benefits:

- Receive a high level of service with the ability to view necessary information for a more effective contact session
- Enjoy video while waiting for a contact center agent
- Benefit from a more effective, personalized face-to-face service

### Extended connectivity

RADVISION iCONTACT supports any type of fixed/mobile video-enabled device simultaneously, including 3G handsets, SIP, H.323 & ISDN devices and PSTN phones.

### High quality video enhancements

RADVISION iCONTACT adds video capabilities to TDM-voice only deployments as well as video capable ACDs with enhanced video features:

- Bi-directional video
- Streamed video with optional "Picture in Picture" functionality
- On-screen text messages
- Interactive video and menu browsing (multimedia IVR)
- Multiparty conferencing with continuous presence support

### Enhanced contact center functionality

- Live agent, video or static picture representation of an agent
- Supervisor stealth monitor (supervisor, coach) of agent
- Support for supplementary services: hold, transfer and more
- Video announcements while in queue, on hold, and on transfer
- Video consultation while on hold

### Integration with back-end systems

RADVISION iCONTACT provides full support for back-office integration with billing, operations and management and authentication systems.

## RADVISION iCONTACT Specifications

### Supported Protocols

- SIP
- H.323
- RTSP
- Mobile 3G-324M support with SCOPIA 3G Video Gateway
- ISDN ITU-T H.320 protocol support with GW-P20

### Enhanced Video Support

- H.263
- H.264
- MPEG4
- Mixing of video streams to multiple screen layouts for continuous presence of active conference participants and live portals
- Adding participants information and options for the user using dynamic text on screen

### Enhanced Audio Support:

- AMR
- G.711
- G.723.1
- G.729
- AAC-LC support for content that is streamed into the conference

### Load Balancing and Redundancy

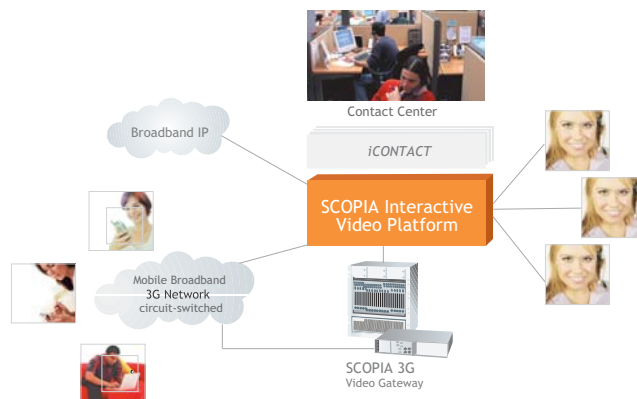
- N + 1 redundant architecture
- Active-Standby functionality

### Quality of Service (QoS)

- Configurable IP TOS bits for setting any desired IP class of service
- DiffServ Code Point (DSCP)
- Configurable IP code that can give precedence to coded media packets facilitating routing priority on the IP network

### Management

- Web-based monitoring, administration, configuration and alarm handling
- SNMP support



### About RADVISION

RADVISION (NASDAQ: RVSN) is the industry's leading provider of market-proven products and technologies for unified visual communications over IP and 3G networks. With its complete set of standards-based video networking infrastructure and developer toolkits for voice, video, data and wireless communications, RADVISION is driving the unified communications evolution by combining the power of video, voice, data and wireless - for high definition video conferencing systems, innovative converged mobile services, and highly scalable video-enabled desktop platforms on IP, 3G and emerging next-generation IMS networks. For more information about RADVISION, visit [www.radvision.com](http://www.radvision.com)

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