



19 May 2008. Based on its recent analysis of the videoconferencing infrastructure systems market, Frost & Sullivan presents RADVISION with the 2008 North American Frost & Sullivan Award for Product Differentiation Innovation.

RADVISION has set itself apart from its competition by leveraging its existing technology assets to introduce SCOPIA Desktop in combination with SCOPIA multi-point control unit (MCU) and the rest of the SCOPIA infrastructure suite.

Overall, RADVISION is using its standards-based open-architecture solution and innovative OEM strategy, as well as leveraging existing technology assets to cater to the needs of the evolving market.

RADVISION has been in step with the market and recognizes the need to support a wide variety of devices and networks as the visual communications market evolves. This includes the need to support High Definition (HD) by introducing HD-capable MCUs that also optimally support the older-generation Standard Definition (SD) endpoints and desktop video including support for solutions from companies like Microsoft, IBM and Cisco.

RADVISION's technology has been distinct enough to earn the company the distinction of being the primary supplier of videoconferencing technology to Cisco.

The company's customers can employ both HD and SD endpoints in the same call without all participants having to downgrade to their common capabilities. More importantly, customers do not have to pay full HD price for each port that they deploy. This is a huge advantage in a market that will be an installed base of mixed SD and HD endpoints for the next two years at least.

Further, the company is using its SCOPIA Desktop technology to enable desktop-based remote users to optimally connect to conferences that also include room-based videoconferencing systems, executive desktop systems, and 3G mobile devices. It achieves this by leveraging the transcoding and HD Continuous Presence (CP) capabilities of the underlying SCOPIA MCU and by utilizing the desktop conferencing capabilities of their Click to Meet technology.

SCOPIA Desktop capabilities have also been integrated into Microsoft's Office Communications Server 2007 and IBM Lotus Sametime collaboration solutions extending the capabilities of those solutions.

While most comparable products either cannot support full data collaboration capabilities to the desktop or are unable to involve traditional videoconferencing endpoints optimally, SCOPIA Desktop extends full audio, video, and data collaboration capabilities to even remote users.

The launch of the SCOPIA Desktop is timely, considering the boom in the number of teleworkers and mobile employees and the pervasiveness of broadband connections.

With almost 100 million U.S. workers expected to telework by 2010, vendors should be looking to develop solutions that have freely distributable software clients, have built-in firewall traversal capability, is easily installable, and provides data collaboration and video features that are compatible with other video conferencing devices.

RADVISION has addressed all those needs with its SCOPIA Desktop, says Frost and Sullivan. And we agree with their conclusion as stated when we reviewed SCOPIA desktop earlier.