

## Ask Yourself

- Do you want a solution that supports your day-to-day collaboration needs—voice, video, data sharing, meetings—all in one solution?
- Do you want a single solution that can be used across mobile, laptop and room-based video systems?
- Do you think the improved security, quality, reliability and management of a paid offering can benefit your company?
- Is having a common directory across all of your communications solutions important?
- Are you looking for the best quality cloud video conferencing service that is also simple, intuitive and affordable?

## Why Free Video Services Just Don't Cut It for Business

What happens if a free service fails during an important call? Whom do you call for support?

What happens as you add employees? How do you ensure that everyone has an updated directory?

Is it okay that anyone in the world can find your CEO in a public directory?

Would better audio and video quality improve your meetings?

Free video services lack business-class features, including quality of service, secure network traversal and tightly integrated meeting room solutions.

## Consider This

**Free services are not reliable, and there is no one you can call for help.**

With free video conferencing solutions, you get low quality video, intermittent-audio issues and dropped calls.

**They are missing business-centric features.**

Free video conferencing solutions like Skype™, Google Hangouts™ and FaceTime® are consumer products. They lack business-class tools and features.

**Free services lack interoperability.**

You have one standardized version of a free service, but it won't work with anything else. Will you pay for a bridging service to connect you with others?

**They claim business-like features, but ...**

Unfortunately, you will have to pay for that, and everything above still applies.

**Free services don't provide a quality meeting room experience.**

Teams want to work together in a meeting room, but free services don't offer a high quality meeting room solution. It takes more than a webcam to create a quality meeting room experience. The camera optics, user interface and audio pickup all need to be designed for the demands of a meeting room. Lifesize Cloud seamlessly integrates Lifesize® Icon™ room video systems, providing the highest quality video, including a full PTZ camera, highest audio quality, touch-screen interface and support for up to two HD displays.

## Why Lifesize Cloud Is the ONLY Solution You Need

Free video solutions like Skype, Google Hangouts and FaceTime were designed for consumers to use in everyday, personal communication. They lack many of the most basic business needs, such as a common company directory, business-class phone support, security and a reliable, high quality experience. More importantly, they do not provide a meeting room experience designed around the unique audio, video and user experience demands of a business meeting.

### Communication that's Designed for Business

You can start a video or audio call and add more people instantly for a group call. You can even schedule your meetings in advance.

### Cloud

Lifesize Cloud is a video service that lets everyone simply and instantly have real-life meetings. Only Lifesize Cloud directly links Lifesize Icon room video systems to laptops, tablets and smartphones for instant, real-life meetings.

### Award-Winning Video Systems

Equip your meeting rooms with Lifesize Icon room video systems. They're preloaded with Lifesize Cloud software, and they're always up to date! With Lifesize Icon you get an intuitive, frustration-free experience.

### Mobility

Lifesize Cloud supports Mac®, PC and the latest iOS and Android™ mobile devices. Lifesize Cloud comes with integrated firewall traversal, direct dial and meet-me calling.

### Customer Support

Lifesize Cloud customers have access to many tools on our website, like our resourceful knowledge base and helpful how-to videos. We also offer a simple web-based ticketing system and phone support backed by our promise to respond to customers quickly, at no additional charge.

### Interoperability

You can join Lifesize Cloud from a multitude of devices: smartphones, tablets, laptops and video systems. Also, Lifesize Cloud is standards-based, allowing third-party video systems to connect with any Lifesize Cloud user.

### Security

Lifesize automatically traverses firewalls so you don't have to. A secure, AES 128-bit encrypted cloud experience lets you conduct your meetings with confidence.

	LIFESIZE CLOUD	SKYPE	GOOGLE HANGOUTS	FACETIME
<b>Interoperable Cloud Offering</b>	✓	X	X	X
<b>Connected to an Award-Winning Room Video System</b>	✓	X	X	X
<b>Shared Directory</b>	✓	X	X	X
<b>Scheduled Calling</b>	✓	X	X	X
<b>Group Calls—Add Users, Merge Calls, Automatic Escalation</b>	✓	✓	✓	X
<b>Mobile App Support</b>	✓	✓	✓	✓
<b>Warm Call Transfer</b>	✓	✓ (very limited)	X	X
<b>Virtual Meeting Rooms</b>	✓	X	X	X
<b>Business-Class Support</b>	✓	X	X	X

All information on the competition is based on publicly available information.

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