

www.itexpo.com



INTERNET TELEPHONY Conference & Expo

IT EXP



October 4-6, 2010 • Los Angeles Convention Center • Los Angeles, California

How Video Changes the Way We Communicate

▪ Expert Panel

- Stefan Karapetkov, Emerging Technologies Director
Polycom
- Anatoli Levine, Director,
RADVISION
- Rich Mavrogeanes, Founder & CTO
VBrick Systems

▪ Moderator

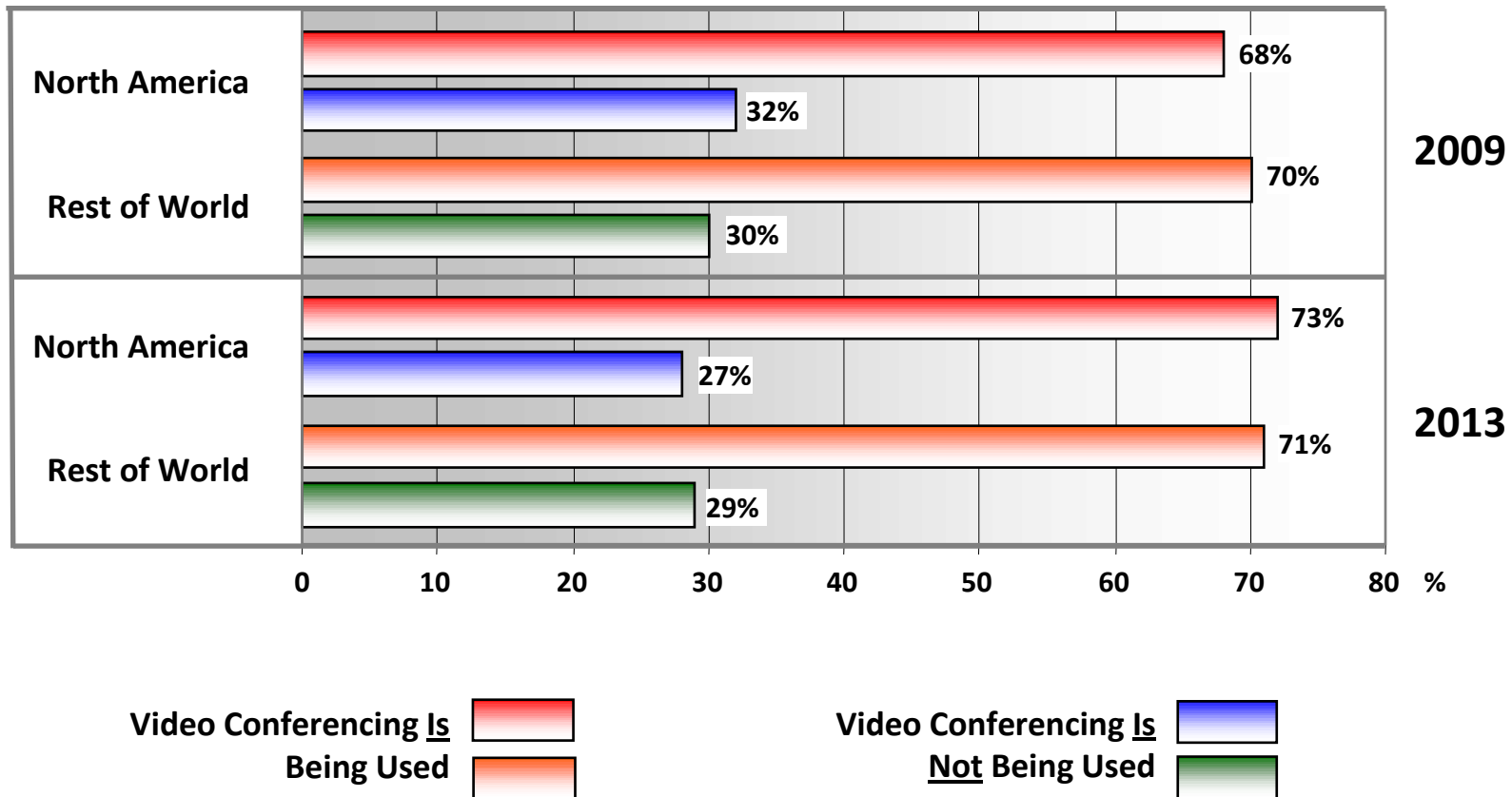
- Mark Ricca, Partner & Senior Analyst
IntelliCom Analytics

How Video Changes The Way We Communicate

- Topics To Be Addressed
 - **Industry Trends**
 - Size and Growth Forecast
 - Market Drivers & Constraints
 - Primary Users
 - Selection Criteria
 - **Panelist Presentations**
 - **Questions & Answers**

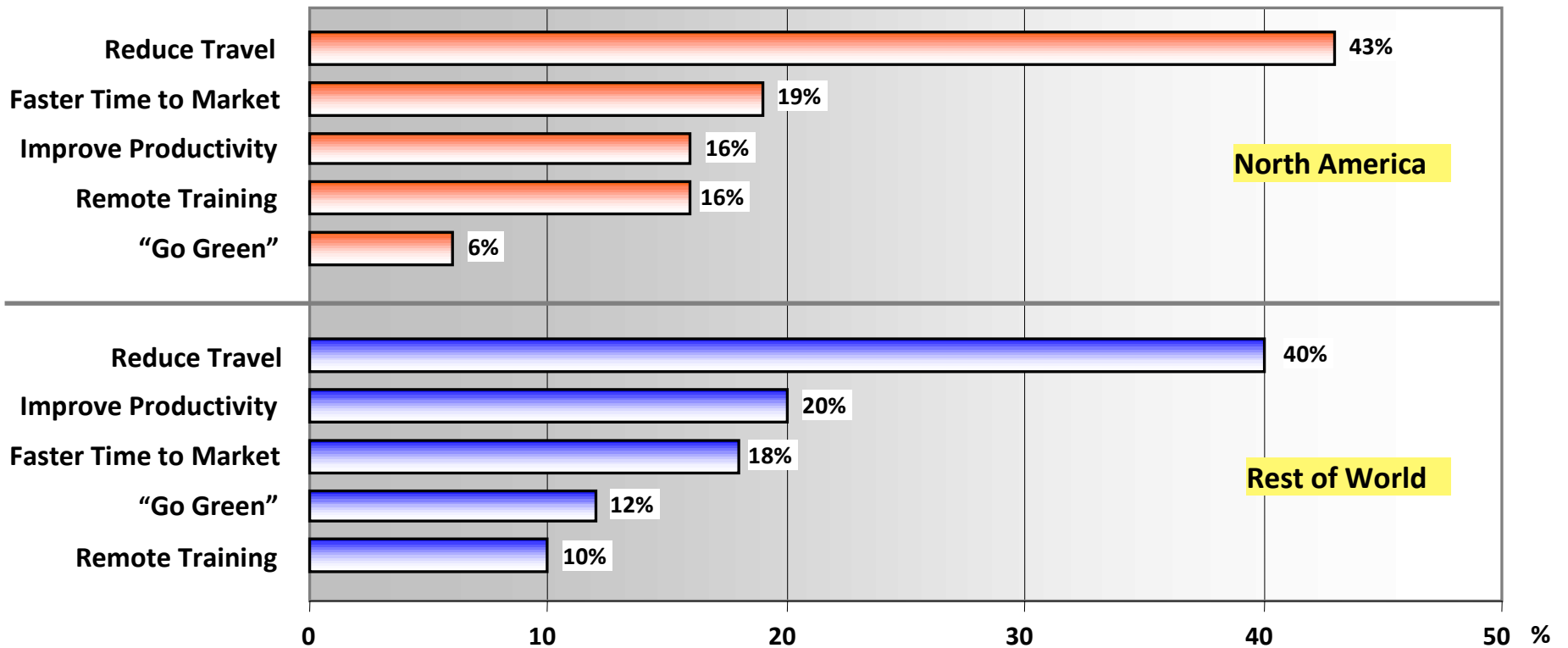
Video Conferencing Is A Global Growth Market

Video Conferencing Adoption
All VC Technologies, All Size Businesses



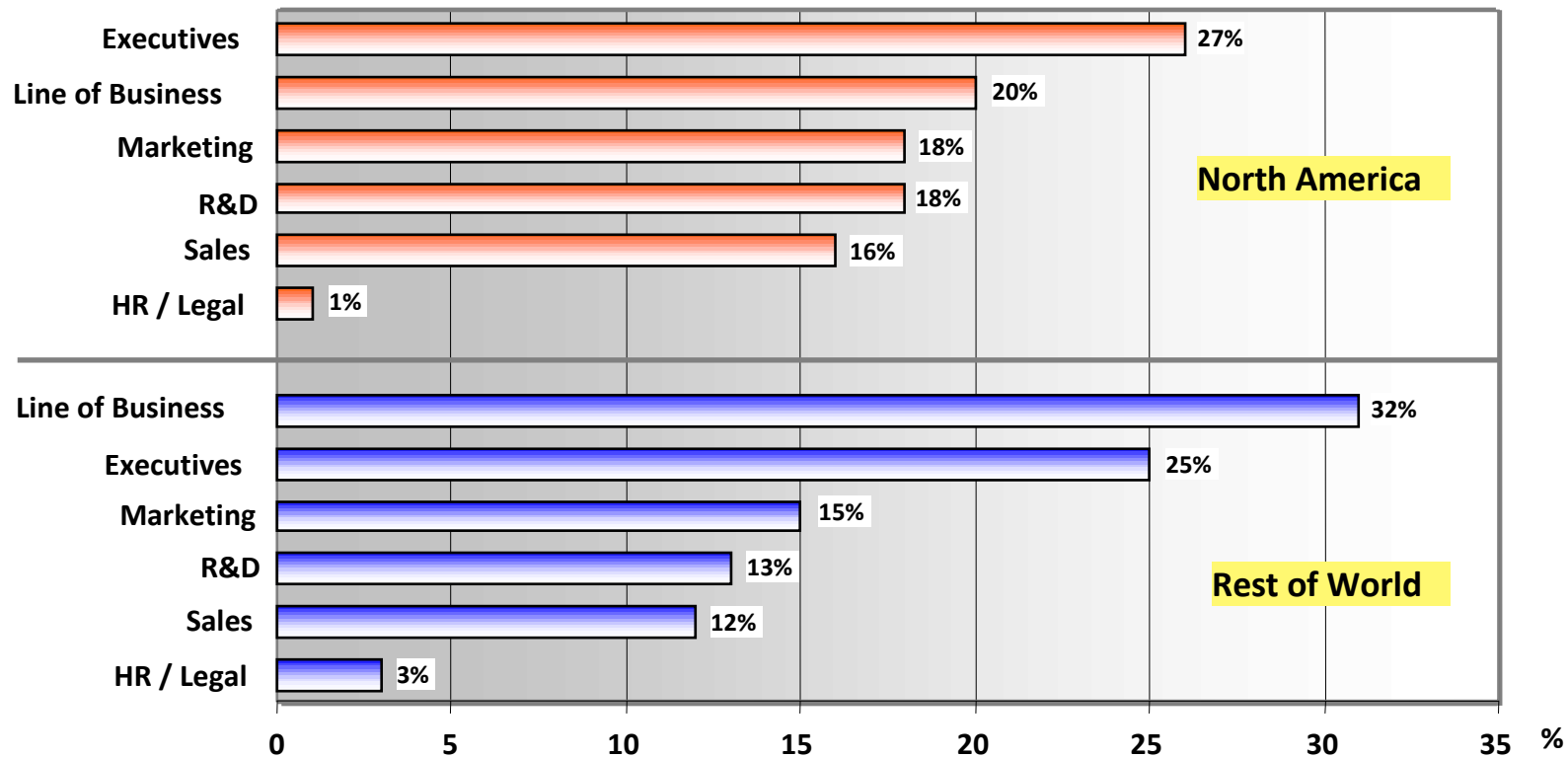
There Are Five Major Growth Drivers For Video Conferencing

Key Drivers for Video Conferencing Adoption
All VC Technologies, All Size Businesses



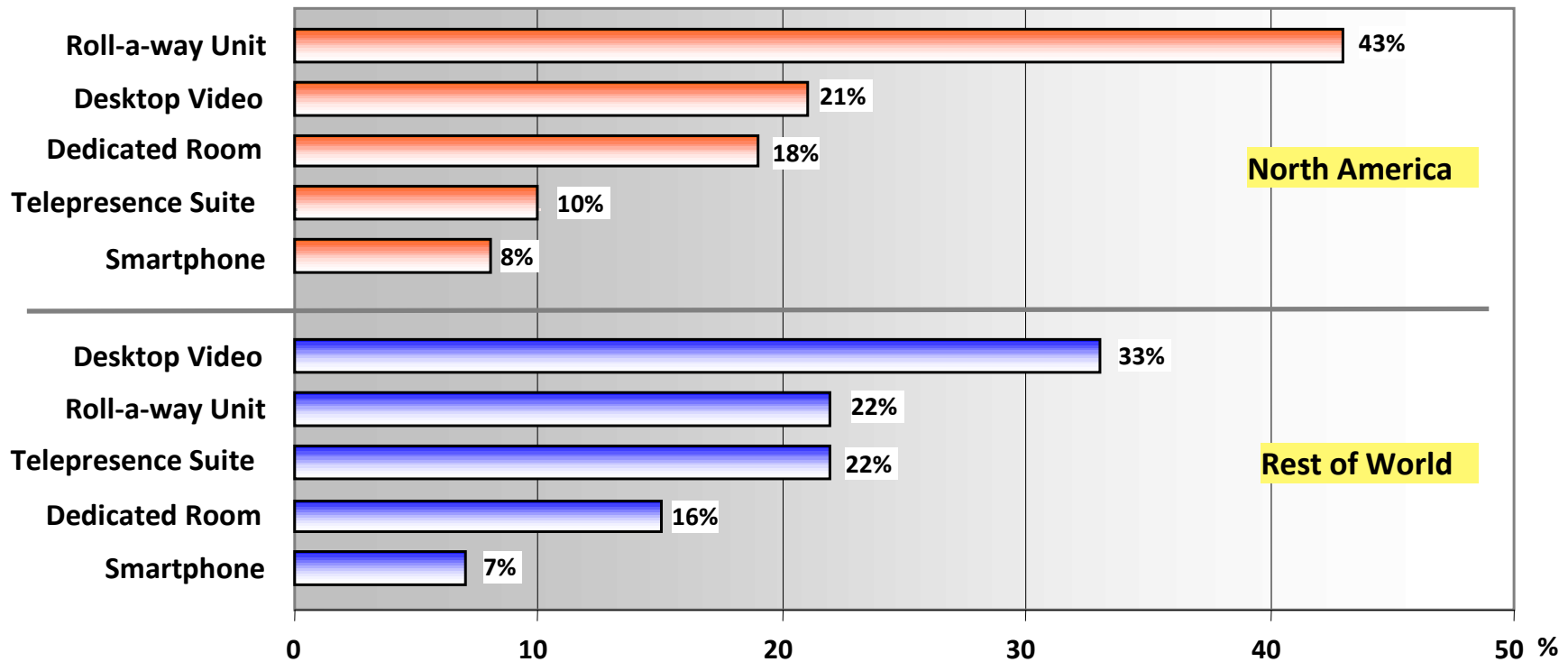
Video Conferencing Has A Wide Range Of Users

Predominant Video Conferencing Users
All VC Technologies, All Size Businesses



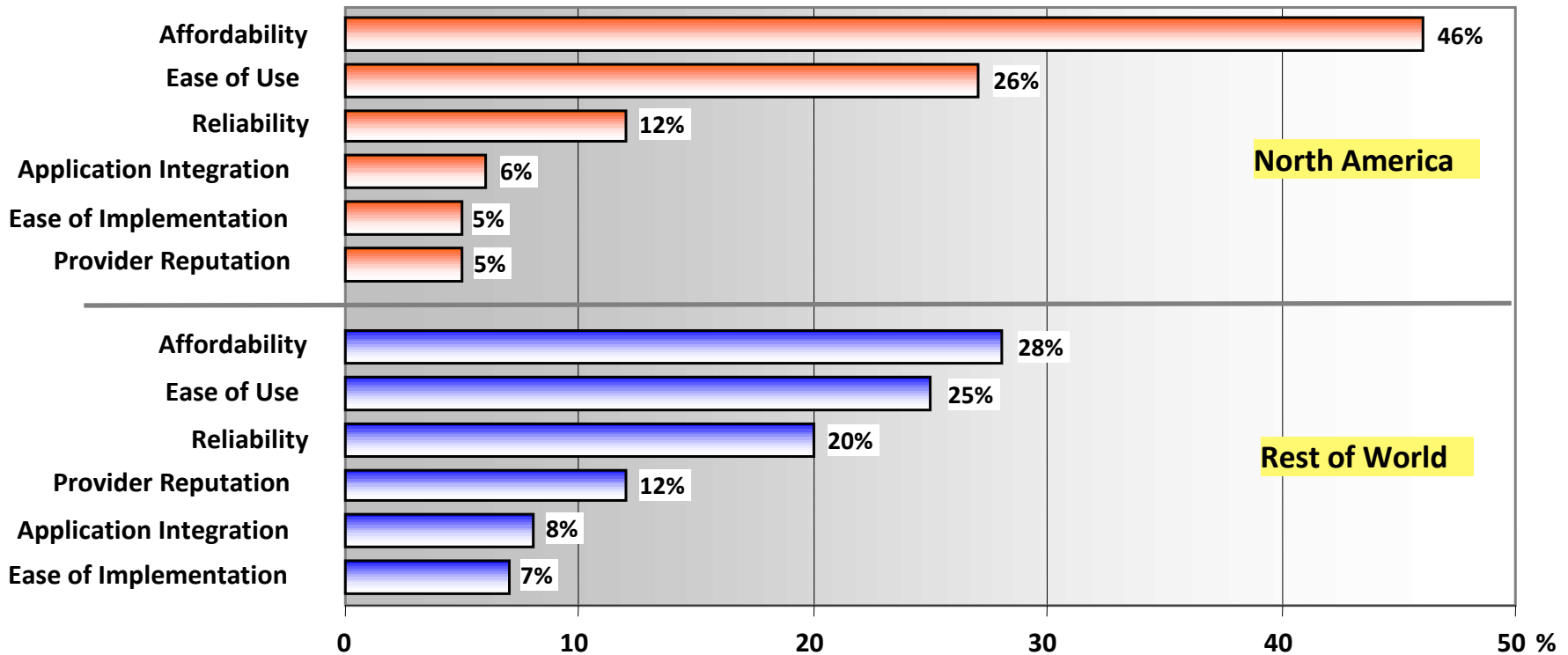
Desktop And Roll-A-Way Units Top The List

Most Frequently Used Video Conferencing Technology *All Size Businesses*



Affordability And Ease Of Use Are Key Selection Factors

Most Important Factor in Video Conferencing Solution Selection
All VC Technologies, All Size Businesses



Six Factors Potentially Constrain Video Conferencing Growth

Most Significant Constraints to Video Conferencing Adoption
All VC Technologies, All Size Businesses

