

Telaneix Digital Presence™ Reseller Battle Card

What is Digital Presence™?

Imagine connecting people across great distances into one common environment, in a way so immersive and interactive that all participants feel as if they are physically present at the exact same location. This is Telaneix's **Digital Presence™**.

Digital Presence™ video telepresence solutions create virtual conference rooms by incorporating voice, video and data from multiple locations (regardless of geographic boundaries) into a single, centralized environment.

Born out of the realization that reliable, lifelike video conferencing involves a tightly integrated combination of video Coder/Decoder (Codec), bandwidth and design, **Digital Presence™** is fully compatible with the latest industry standards and delivers a video conferencing experience in which participants appear life size and communicate with each other in real time.

How does Digital Presence™ differ from "traditional" video conferencing?

"Traditional" video conferencing has been available for over 20 years. So why has its ROI never been fully recognized? And why do studies show that even those with such systems rarely use them to their full advantage?

Older video conference systems have been plagued with technical limitations, such as poor sound, poor picture quality, reliability, ease of use and cost. Additionally, the lack of eye-to-eye contact reduced the connection -- standard video conference systems were much more like watching each other on television - very much unlike a face-to-face meeting.

This is all changing, with the advent of **Digital Presence™** which is designed to make the video conference experience as close to a face-to-face meeting as possible. Participants are projected in full size, at eye-level, in high definition, with excellent sound quality and with seamless wide screen displays.

This higher quality is delivered in a simple, easy to use platform that encourages enthusiastic adoption, with users exploring the full realm of their system's capabilities, which in turn leads to a level of usage that places the total costs per hour well below those of antiquated, "traditional" systems.

What are the advantages of a Digital Presence™ Solution?

- * MSRP 50%-60% less than competitive systems
- * Connectivity to legacy videoconferencing systems and MCUs
- * Bandwidth agnostic starting at 100kbps
- * "SOLO" Pilot - (Single One Link Operations) - *CEO proof conference control*
- * Built-in Multipoint Calls - up to 9 sites
- * Complete collaboration capabilities - *full color, full resolution included wirelessly*
- * Interoperability with SIP, H.323, H.263, H.264
- * Flexible from pre-packaged rooms to integration kits which are construction free

How to qualify your prospects:

1. Are there any, or have you considered any, custom or executive meeting rooms?

If No, ask:
What has held you back?
Cost?
Space?
Execs don't believe in it?
Other?

- If Yes, ask:
- What type of codec is being used?
 - What is the percentage of use vs. the standard roll abouts?
 - Is it for executive use only? Why?
 - How do you dial another site? Is it easy or difficult?
 - Are you able to wirelessly connect laptops or other data devices for data sharing?
 - Would you be interested in upgrading to TelePresence without having to redo your custom room configuration?
 - Have you considered installing additional custom rooms? Or meeting rooms for non-executives?

2. Are you evaluating High Definition technology? TelePresence technology?

- What are the roadblocks? (cost? Interop with existing implementation?)
- What is the IP bandwidth currently between your video sites?
- If you have an existing MCU does it support HD capabilities?
- What will it cost you to upgrade your MCU to this new technology to meet high end television quality?
- If the market analysts support TP as the best real life and immersive video conferencing and if the cost was the same as standard HD solutions, would you consider leapfrogging to the next wave of technology?

3. Do you have a budget and a timeframe to upgrade to the new video technologies?

Telanetix Packaged Solutions



(HD) Meeting Room Edition

4 50" screens & SOLO Pilot Kit with DSP, Cameras, cabinetry table
MSRP \$169,000



(HD) Executive Edition

2 46" LDC monitors with pedestal, DSP and Cameras
MSRP \$69,000

- * Four Screen System Integrator Kit (HD) - MSRP \$75,499
- * Two Screen System Integrator Kit (HD) - MSRP \$59,999
- * Legacy Interoperability module (MIG) - MSRP \$5,000

Telanetix Reseller Value Proposition

- * Leapfrog standard HD technology for same cost
- * Flexibility to put TP anywhere no rigid specifications
- * Additional revenue from Installed Base customers
- * More affordable to grow additional Meeting Rooms
- * Maintain existing custom room design
- * Will not de-focus sales force will improve solution
- * Disrupt competitors sales campaigns with lower cost comparable technology
- * Legacy interoperability will resolve objections
- * 40%+ Margins for Reseller with controlled distribution
- * Room integration and "white glove" response available direct from Telanetix

RePresence Program
"Change the Rules"
\$29,900

Take advantage of this exceptional offer to upgrade existing custom rooms to Telepresence technology without new room construction.

This package includes Dual monitor HD codecs, 5 way multipoint with continuous presence, "SOLO" (CEO proof) pilot. You can add Telanetix Multipoint Immersive Gateway (MIG) to incorporate all the legacy endpoints for another \$5,000 MSRP.

"For those that might be looking for a telepresence system but don't have hundreds of thousands of dollars to spend, one might want to check out Telanetix."
 Joe Meserve, **Network World Magazine**

"Telanetix products are of very high quality and are likely to be considered by many to be a generation ahead of competitive products. Simply put, the company offers the best conferencing experience that we have seen."
 Joe Noel Dutton, **Associates Research Report**

"... Telanetix has proven it can compete with bigger rivals Cisco, HP and Polycom."
Barron's Online and Reuters

Winner: 2007 Telepresence Product of the Year Award
Frost and Sullivan



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