



Vidyo Paves the Road to Personal Telepresence



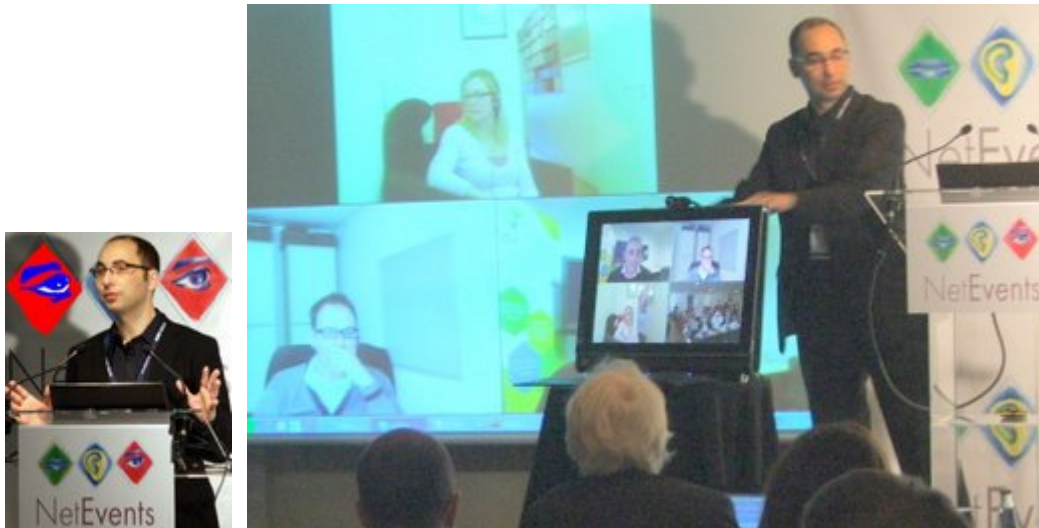
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**The president of Vidyo, Ofer Shapiro, took the stage at NetEvents for a keynote outlining his new video conferencing architecture.**

Vidyo has devised a way for a single mobile device to offer videoconferencing that links several sites simultaneously. The screen is split in two, so anyone participating in a conference with two other locations can see one on each side. OK, so you've seen the split screen...what's different here?

Shapiro says: "The difference in what we do is that instead of a delay of a second, we are as instant as voice."



Vidyo's software is very resilient against the effects of packet loss. It also adapts incoming video to the resolution of the receiving device.

Shapiro came up with an architecture for solving videoconferencing transmission problems over the internet. Then he raised capital and hired a team of engineers to put it all together. The company has applied for 22 patents and the first is already approved. Last October, Vidyo was awarded a patent on its VidyoRouter architecture, which leverages H.264 SVC, the latest standard in video compression technology.

The Vidyo software already works on PCs and laptops, but needs a fast processor, such as the Intel chip code-named Moorestown to work on mobiles.

That's why you can see a clip of Vidyo on a Moorestown phone as part of Paul Otellini's keynote speech for Intel at CES last January.

*Wall Street Journal's "Next Big Thing"* named Vidyo to the list of top venture-backed private companies for its technology that delivers low latency, multipoint videoconferencing over any IP network including the Internet or LTE, 3G or 4G networks.

The WSJ List ranks the company's Board of Directors as 4th most powerful among the top 50 companies.

"The video conferencing market will undergo exponential growth in the next 5 years, and new leaders will emerge as MCU-based room systems and expensive high-QoS network-based immersive telepresence rooms are usurped by video conferencing solutions that provide natural interaction and scale affordably to accommodate mass deployment," asserts Avery More, Vidyo co-founder and Chairman.

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