

**TANDBERG**



## Global Trends in Visual Communication

# Agenda

- TANDBERG Overview
- Trends in Visual Communication
- Cisco-TANDBERG Strategic Relationship

# Who is TANDBERG?

## Market Leader

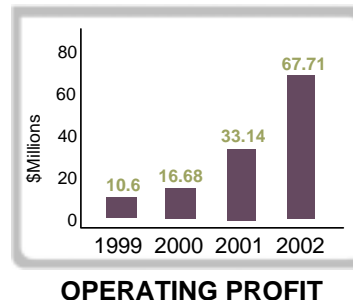
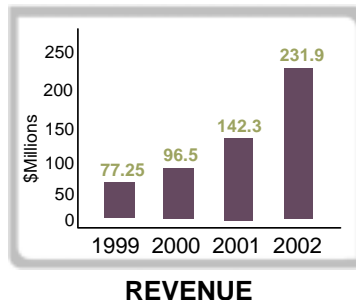
TANDBERG

- Market leader in video
  - Increased market share from 19% to 40% in value in 24 months
  - Demonstrated technology leadership
  - Investment protection
- Profitable and financially strong
  - 600% revenue growth since 1998
  - \$207.3m cash reserves as of June 30, 2003



**“TANDBERG...it’s light years ahead”**

***Business 2.0***



# Technology Growth & Leadership



**140 scientists & engineers focused on being first-to-market with quality solutions for real customer needs.**

## A few TANDBERG Firsts

- MultiSite
- DuoVideo
- Downspeeding
- PC Presenter
- Secure Conference
- H263
- H264

# Who is TANDBERG?

## Global Expertise

**TANDBERG**

- Sales, service and installations in over 90 countries
- Industry leading Global Presence Program (GPP)
- Global “high touch” sales team
  - Selective distribution and service partners
  - Focused on customer satisfaction



■ Headquarters in Hong Kong, New York and Oslo

▲ Strategic sales offices

# TANDBERG

## Company Overview

TANDBERG

**Complete Product Line**

**Common Functionality  
& User Interface**

**Remote Management &  
Scheduling**

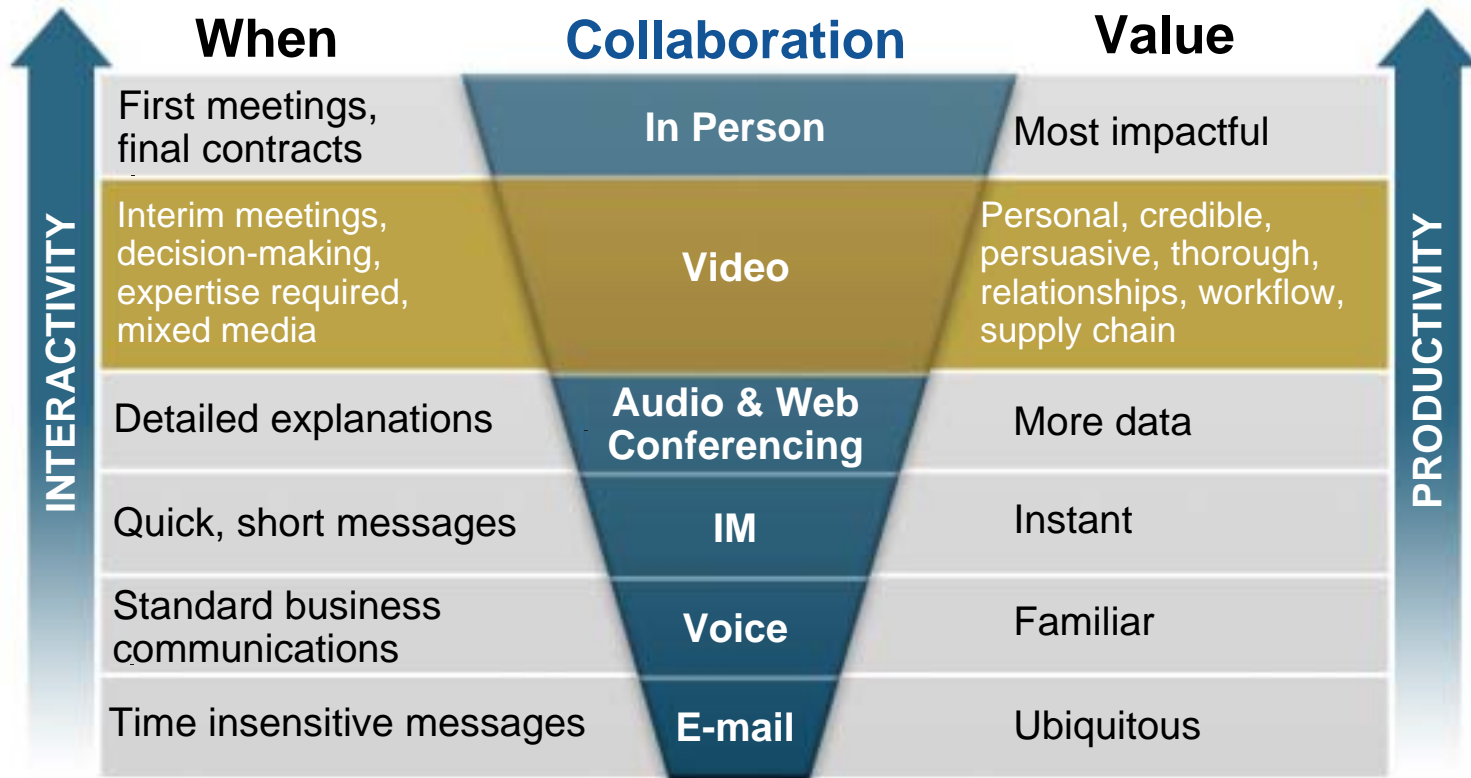
**Cisco AVVID Verified**



# Why is Video Essential?

## Visual Presence Maximizes Productivity

**TANDBERG**



# Benefits of Video: Users

- **Over \$297 billion estimated cost to businesses due to inefficient communication methods.**
  - TANDBERG-Roper International Survey 11/03
- **Video is a good substitute for face-to-face. Video is typically chosen above other media for strategy, planning, contracts and discussion.**
  - “Eye-2-Eye” EU Study
- **Video provides up to a 38% increase in audience retention.**
  - Harvard and Columbia Study
- **Face-to-face meetings are 43% more persuasive than telephone meetings.**
  - 3M





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# Technology Trends: Drivers

## Market Pull

- Moving from reservation based to reservation- less video communications
- Expanding from group systems to personalized systems
- Heightened security awareness
- Integrating voice & video
- Migrating from ISDN to IP
- Video becoming mobile
- Video across multiple platforms



# Technology Trends: On the Horizon

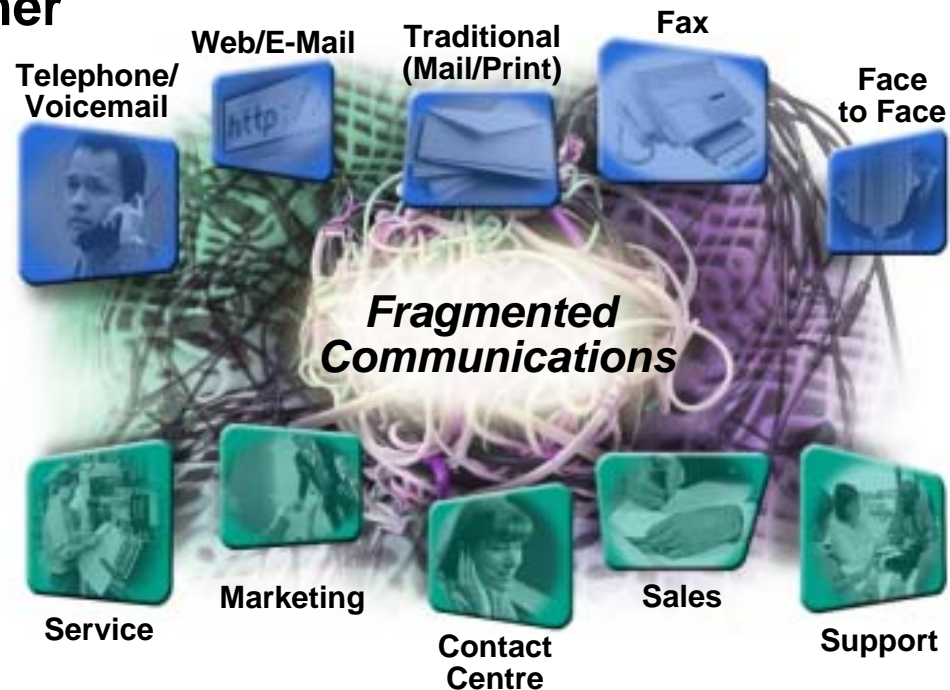
## Technology Push

- IPv6
- 3G mobile telephony
- Mobile devices
- Firewall traversal
- LCD monitor technology
- Desktop solutions



# Business Challenges

- **Fragmented customer interaction**
- **Costs to manage multiple networks**
- **Inefficient business processes**
- **Incompatible technology platforms**

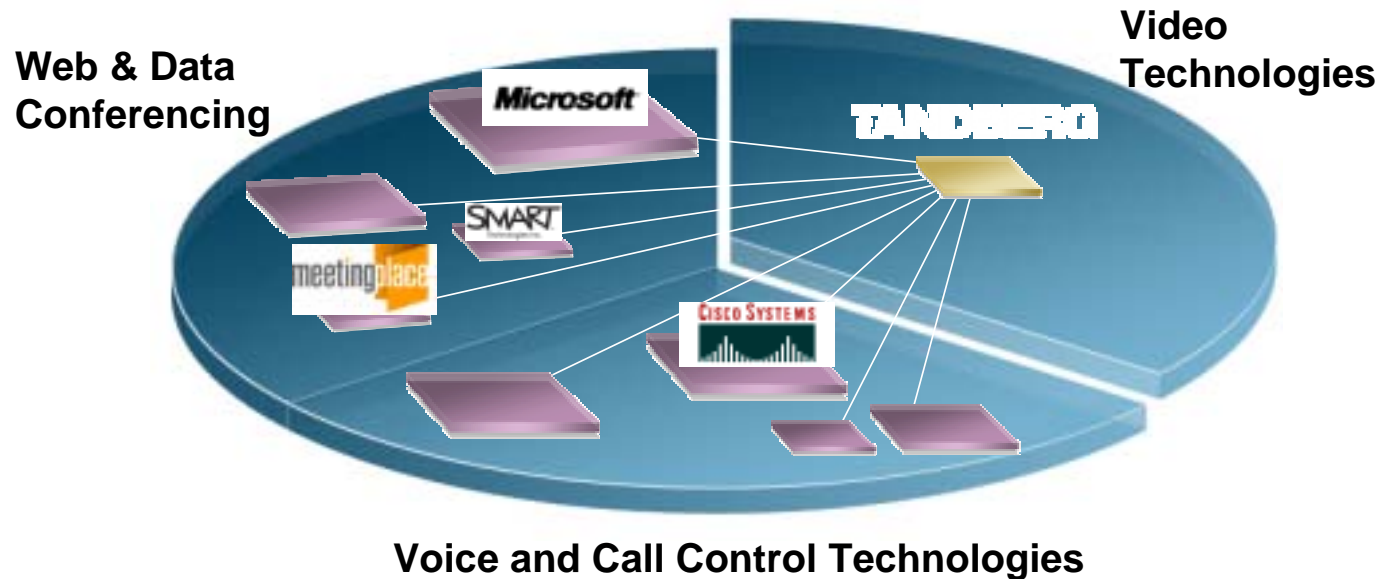


# TANDBERG Strategy

## Best-in-Class Relationships

**TANDBERG**

**TANDBERG integrates with customers' existing and emerging IT and telecom infrastructures**



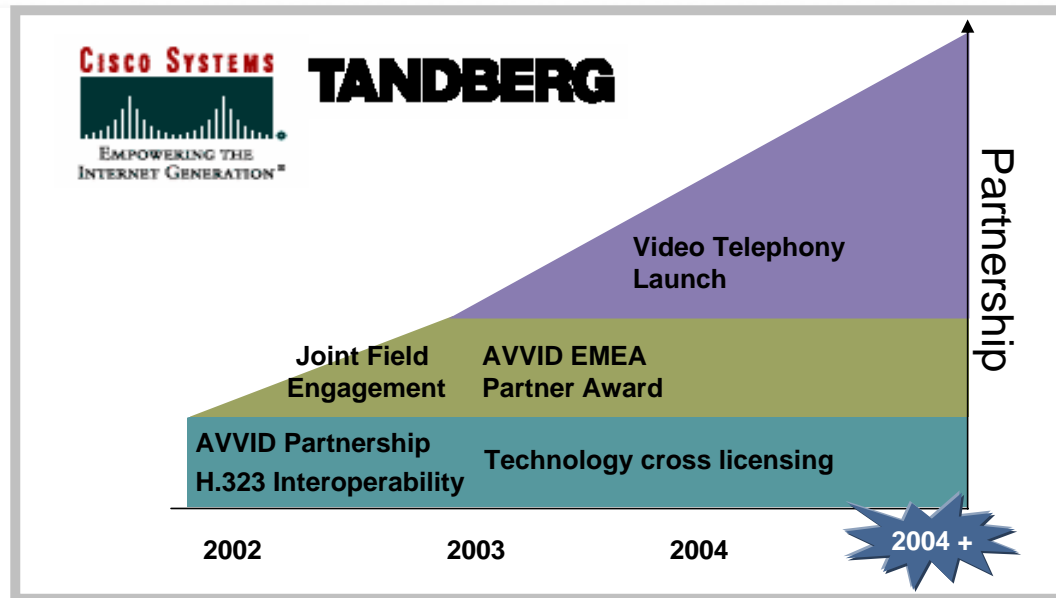
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# TANDBERG-Cisco Relationship

## Major Step in Strategic Partnership

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Joint solution is the culmination of years of joint development!

# TANDBERG-Cisco Relationship

## Shared Vision

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- Expand the visual communications marketplace
- Bring video to the desktop
- Deliver advanced telephony features to visual communications
- Delivering the value of network convergence
  - Applications leverage single IP network
  - Scalable and manageable deployment
- Enhancing business communication
  - Business quality video used as part of everyday telephony experience
- Be the recognized leaders in Video Telephony





# Video Telephony

## What's New?

**TANDBERG**

H.323 System	TANDBERG Video Telephony	
NO	YES!	Full telephone functionality, such as hold, transfer and access to central directory
NO	YES!	Familiar user interface for phone and video
NO	YES!	Same administration and help desk
YES*	YES!	Interoperability with Cisco CallManager 4.0

\* TANDBERG H.323 endpoints can receive, but not initiate, telephony services.

# Video Telephony (Tight Integration with Cisco Call Manager)

**TANDBERG**

- TANDBERG video endpoints with are tightly integrated with Cisco Call Manager 4.0 to provide complete Video Telephony experience



- Video Telephony allows centralized management of IP PBX including directories, billing, feature updates etc.

-Answer/Release	-Directories
-Call Hold/Retrieve	-Call Park
-Last Number	-Call Back
Redial	-Call Pickup
-Call Forward	-Call Status
-Transfer	-Web Services
-Call Waiting	-Mute from
-Calling Line ID	Remote
-Calling Name ID	-Volume
	Controls

# Market Opportunity

## Benefits of Video Telephony: Management

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### Shorter Time to Market

Managers and developers at EA use video to expedite the design process and increase communication between design centers.

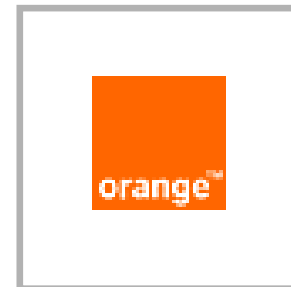
*Electronic Arts (EA) is the world's leading independent developer and publisher of interactive entertainment software.*



### Workflow and Better, Faster Decision-making

Managers and engineers at Orange use video to lead projects as well as for daily communication.

*The Orange Group is one of the world's largest mobile communications companies.*



# Video Telephony

## It's a Reality

**TANDBERG**

**Shipping today!!!**

- **Personal System**
  - **Up to 768kbps**
  - **12.1" LCD Screen**
  - **Table Top or Wall Mount**
  - **"All-in-one" Unit**
  - **Aironet 350 Wireless**
  - **A**
- price US\$5990**

**TANDBERG 1000   TANDBERG 550**



- **Room System**
- **Up to 768kbps**
- **80° Field of View Camera**
- **Standard Connectors**
- **Requires Monitor**
- **Aironet 350 Wireless**
- **List price US\$4990**

All TANDBERG endpoints will support  
video telephony by end of CY04

# Video Telephony End User Campaign

**TANDBERG**

**Buy one T1000,  
get one for free,  
per customer!!!**



\*PLS Contact TANDBERG for terms and conditions, this offer ends on June 30th

**TANDBERG**



Questions?