



“Avistar’s partnership with IBM Lotus and Sametime represents a win for both companies. The integration of Avistar’s bandwidth management technology into future IBM Lotus unified communications offerings paves the way for large scale visual collaboration by allowing rich media traffic and standard data traffic to safely share the same production network.”

**Ira Weinstein**

*Senior Analyst and Partner  
Wainhouse Research*

**At a Glance**

- 15 years of desktop videoconferencing experience
- Award-winning, business class technology
- 100,000+ committed seats
- Tech partners include IBM, LifeSize, others

**About Avistar**

Before the Internet became mainstream, before “texting” was a verb and “smart” described appliances, Avistar Communications Corporation was founded with the mission of taking live video and using it as a means to communicate among business colleagues, no matter where they were. Aside from telephone conferences, there were then few alternatives to business travel. Avistar’s founders envisioned the day when employees in far-flung locales could gather together or brainstorm, meetings, and “water cooler chat” without having to leave their workplace. They focused on the desktop and ease of use, as they realized that executives would want flexibility in communicating with one, or many, of their colleagues in a highly intuitive and intimate manner. They invested in research and development, laying the groundwork with intellectual property that would later enable licensing opportunities for some of the world’s largest technology companies.

This early foray into desktop video communications has shaped the evolution of Avistar and the products it has brought to market. Its latest product, Avistar C3™, delivers a cost-effective, high-quality, single-click desktop videoconferencing and collaboration experience that make it easy for users to communicate with people in other offices, from the road or from home. In today’s world, keeping communication levels high while reducing costs is a business imperative. Avistar C3 does both—and more.

Avistar C3 allows customers to take full advantage of videoconferencing without experiencing degradation of service. Many industry vendors claim VoIP and desktop videoconferencing capabilities; in reality, they are unable to deliver rich media at scale without significant network upgrades. Avistar C3’s patent-protected dynamic bandwidth management enables thousands of users to access desktop videoconferencing, VoIP and streaming media. Users can originate multiparty videoconferences from any location, knowing that Avistar C3 will work well because it is standards-based and can connect parties through multiple firewalls and network configurations. More importantly, they know Avistar C3 offers the business-class features they need. Avistar C3 can replace most business travel with face-to-face video communications that keep relationships strong, ensure projects move forward and bring a solid return on investment.



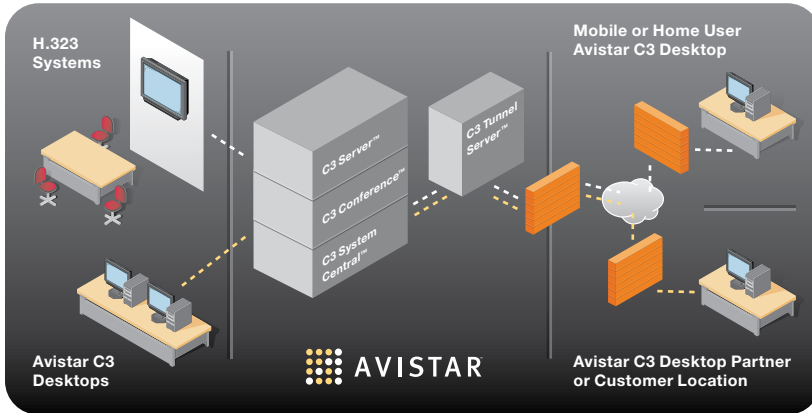
“We are impressed with how Avistar’s dynamic bandwidth technology helps ensure optimum network quality and integrates well with other applications. Working together, we hope to solve some of the toughest bandwidth management challenges plaguing the industry, helping our customers become more efficient and productive in their communications.”

**Bruce Morse**  
 VP, Unified Communications  
 and Collaboration  
 IBM Lotus

“More and more, customers want the convenience of videoconferencing without having to schedule a room. With Avistar, they can have videoconferencing from their home, desktop or hotel room—essentially anywhere they have their laptop. We expect that Avistar desktop videoconferencing will be a product initially ordered by management, and then as they use it, they’ll want to see it accepted as a company-wide communications tool. We are thrilled to have Avistar help us move our customers in that direction.”

**Andy Aikman,**  
 Technical Director  
 Beyondis

## The Avistar C3 Solution™



## Benefits

Resellers and distributors choose Avistar C3 because it opens new lines of business or helps them provide extended value to existing customers. Partners such as CityIS, Beyondis, DataMart and Fontel, for example, have teamed with Avistar to offer customers this best in-class desktop videoconference solution. All told, Avistar has commitments for 100,000+ seats in the coming years.

Avistar also works with technology companies that wish to embed its patent-protected and industry-leading technology in their own solutions. These component technologies allow unified communications solution providers to deliver richer, more productive and more valuable communication experiences to their clients.

Components include:

- Avistar C3 Desktop™
- Avistar C3 Conference™ (Software MCU)
- Avistar C3 Connect™ (Software Gateway)
- Avistar C3 Command™ (Software Resource Manager).

Avistar, along with its growing channel and partner network, is making desktop videoconferencing as ubiquitous as the telephone. Customers see its value grow every day as they work to streamline operating expenses, improve communication and reduce their corporate carbon footprint. The founding vision of 1993 still drives Avistar as it helps shape the future of business communication anytime, anywhere.



**Avistar Communications Corporation**

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