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## Teliris

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## LEADING LIFE-LIKE VIDEOCONFERENCING VENDOR, TELIRIS, QUESTIONS VALUE OF HP'S ENTRANCE INTO VIRTUAL COLLABORATION MARKETPLACE

*VirtuaLive™ product offers superior quality, functionality, at less than half the cost*

**NEW YORK, December 13 /PRNewswire/** — Teliris Ltd., the leading provider of life-like videoconferencing systems, strongly questioned the value of HP's Halo product offering, the computer/printer company's newly announced foray into the highly specialized life-like videoconferencing (telepresence) marketplace.

After reviewing the HP announcement and other publicly available information about Halo, Teliris co-founder and CEO, Marc Trachtenberg, stated, "In the fast-moving telepresence market, Halo is based on an older system using technology and product components that are two generations behind our current solution. Furthermore, it's a 'one-size-fits-all, room-in-a-box' approach to virtual collaboration and does not include an offering to compete with Virtual Vectoring, our unique multi-point meeting technology, which ensures normal eye contact between multiple locations simultaneously. More alarming for companies that may consider Halo is its price point which is two to three times the cost of our service to buy and run, with fewer features."

Teliris is the commercial leader of telepresence systems, as acknowledged by Wainhouse Research in its recently completed report "Emerging Technologies for Teleconferencing and Telepresence." The company's client installations include The Royal Bank of Scotland (RBS), GlaxoSmithKline (GSK), Lazard, Pearson plc (Financial Times), Vodafone, Euronext (Liffe) and Xchanging among others that are changing the way businesses operate and accomplish tasks without the limitations of geography and time zones.

"Despite claiming a 'first-of-its-kind collaboration studio for simulating face-to-face business meetings across long distances,' HP is late to enter the telepresence market," said Trachtenberg. Leading companies have been effectively utilizing VirtuaLive™ technology for over four years. The only thing new here is the high price of Halo."

Teliris plans to announce an even more advanced version of its current platform in the next few months that will further increase Teliris' technology leadership and value for customers.

"Although HP claims in subsequent comments that it is 'making investments up front to allow (it) to build a powerful system that will scale,' Teliris' current solutions scale far beyond that of Halo. We offer point-to-point and multi-site participation, a larger number of participants per room, legacy video conferencing integration and a host of other tools that do not exist with the much higher priced Halo. We are delivering enterprise-class

solutions to our customers that scale with their needs anywhere in the world today," said Trachtenberg.

A key benefit of VirtuaLive™ is Teliris' enhanced control and diagnostic platform that ensures 99+ percent reliability. "High reliability is absolutely critical to user confidence in videoconferencing as an alternative to face-to-face meetings," said Trachtenberg. "We've spent four years engineering our solution and designing and operating a 24/7 network operations center. It requires a leap of faith to think that a huge company like HP will be able to duplicate the specialized capabilities and features we have developed, or compete with the pricing we are able to offer."

To arrange an interview with Mr. Trachtenberg and/or schedule a demo of VirtuaLive™, please contact Arash Khurana at +1-212-455-8009 or [akhurana@cooperkatz.com](mailto:akhurana@cooperkatz.com).

**About Teliris Ltd.:**

Founded in 2001, Teliris Ltd. provides the most life-like videoconferencing environment available in the marketplace - a fully managed system that virtually replicates the human dynamics of a live meeting. Headquartered in New York and London, the company combines a highly secure, reliable technology platform with a proprietary vectored room configuration, offering businesses a more effective way to communicate and collaborate worldwide. The company's clients include GlaxoSmithKline, Lazard, Pearson plc and Vodafone, among others. For further information regarding Teliris, visit the company's web site at [www.teliris.com](http://www.teliris.com).