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## Frost & Sullivan

### **FROST & SULLIVAN SELECTS TELIRIS AS RECIPIENT OF 2007 MARKET LEADERSHIP AWARD**

*Industry Innovator Recognized for its Global Leadership in the Telepresence Market and Largest Market Share*

**London, July 17, 2007** — *Frost & Sullivan*, a global growth consulting company, announced today that Teliris, the leading full-service provider of telepresence solutions, has been selected as the recipient of the 2007 Global Award for Market Leadership in the telepresence industry. This influential award recognizes Teliris for holding the largest global market share of customer telepresence solutions at 44 percent. The award also commends the company's ongoing achievements in marketing, strategy development, revenue growth, and technology innovations.

Teliris, which was founded in 2001, deploys a broad range of virtual collaboration solutions ranging from its VirtuaLive™ Unified offering, the most immersive telepresence environment available in the market to VirtuaLive™ Modular, the first and most cost-effective system that is designed to easily fit within a company's existing conference rooms. All Teliris solutions provide an uncompromised natural meeting experience and include its unique end-to-end managed service and support.

"Teliris has made such significant achievements in pioneering the development of both the technical and global market for telepresence solutions, that we would be remiss not to recognize their leadership in this area," said *Frost & Sullivan* Research Analyst Dominic Dodd. "We aggressively researched the telepresence space and all of its competitors and found Teliris to have the largest paying customer base globally that includes a long list of blue chip clients, such as GlaxoSmithKline, Nokia, UBS, Merck, Lazard, Royal Bank of Scotland, Pearson and the New York Stock Exchange with systems located throughout Europe, North/South America and Asia."

"Teliris has always set the standard for the telepresence industry and we are thrilled that such a highly regarded firm such as Frost & Sullivan has recognized our successes," said Marc Trachtenberg, Teliris CEO and co-founder. "Our goal is to extend our capabilities for our current and future customers - enabling a growing number of remote colleagues to participate in a truly immersive virtual meeting environment. The launch of the Teliris Telepresence Gateway, the first interconnectivity platform, is one primary way we are accomplishing this goal."

Teliris VirtuaLive™ is also the first telepresence solution to be certified by The CarbonNeutral Company, thus offering a means for businesses to reduce their carbon emissions. This strand of the company's marketing strategy plays to the growing awareness of climate change and the need of businesses to proactively demonstrate corporate social responsibility.

The *Frost & Sullivan* Award for Market Leadership is given to the company that has exhibited market share leadership through the implementation of market strategy. The recipient has displayed excellence in all areas of the market leadership process, including the identification of market challenges, drivers and restraints, as well as strategy development and methods of addressing these market dynamics. Furthermore, the Award recipient has continually demonstrated solutions for monitoring market changes and for implementing superior market strategies.

*Frost & Sullivan* Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

### **About Frost & Sullivan**

*Frost & Sullivan*, a global growth consulting company, has been partnering with clients to support the development of innovative strategies for more than 40 years. The company's industry expertise integrates growth consulting, growth partnership services, and corporate management training to identify and develop opportunities. *Frost & Sullivan* serves an extensive clientele that includes Global 1000 companies, emerging companies, and the investment community by providing comprehensive industry coverage that reflects a unique global perspective and combines ongoing analysis of markets, technologies, econometrics, and demographics.

For more information, visit [www.awards.frost.com](http://www.awards.frost.com)

### **About Teliris:**

Founded in 2001, Teliris develops, implements and manages the world's most widely deployed telepresence systems, realistically replicating the human dynamics of a live meeting. Teliris has deployments in 19 countries with the largest installed base of Fortune 500 companies, including Pearson plc, GlaxoSmithKline and Royal Bank of Scotland, among others. Headquartered in New York and London, the company combines a fully managed service with end-to-end integration that offers businesses a 24/7 multipoint capability with a 99%+ availability guarantee, ensuring they can respond and collaborate as needed. In 2007, Fidelity Ventures and Columbia Capital took a major equity stake in Teliris. For further information regarding Teliris, visit the company's web site at [www.teliris.com](http://www.teliris.com) or email Teliris at [info@teliris.com](mailto:info@teliris.com).