

Data Sheet

Headline: Cloud-based Videoconferencing Company XYZ Introduces Affordable Videoconferencing for Everyday

Modern videoconferencing is finally here. Introducing XYZ, a powerful plug-and-play videoconferencing solution that melds the powerful benefits of traditional videoconferencing and the flexibility of the new, all rolled into one seamless experience. Based on cloud-based technology, XYZ defines new standards for easy of use, reliability and affordability. Now videoconferencing is as easy to use as email and text.

Better Business Relationships

Videoconferencing brings people together. Legacy systems were problematic and time consuming, but worth the payoff that came from virtually being in the same room. With the growing number of remote workers in today's workforce, this ability is more important than ever. XYZ visually connects team members instantly, whether they are next door or on another continent. The end benefit is better communication, which means better business relationships.

Plug-and-Play Functionality

Installing XYZ involves none of the complex technical challenges required to make legacy systems go. All that's needed is an internet connection. To get started, users purchase an XYZ Roombox, a simple device that comes with a flat Ethernet cable, a power cord, HDMI, and an optional wall mount. Once they are whitelisted, and receive an XYZ email address, users can download the free software on OS X, Windows, iOS, or Android. At this point, the system is ready to go. Any user can initiate the first call. XYZ's plug-and-play functionality gives users the freedom to videoconference independently of technical support, which frees the I.T. staff up for more critical tasks.

Everyone's a Host

Or...no one, depending on how you look at it. Anyone can host, and anyone can be a guest, with no hidden charges. Administrators who normally have to set up a leader for a call are now free of this chore, as there is no leader; everyone just joins the call. The price point starts at \$15/user/month, or \$21/user/month if billed annually.

Introducing XYZ Pro Edition for Expanded Videoconferencing

XYZ offers two options: Basic, for free, or upgrade to XYZ Pro Edition, a new subscription based service for \$15 per user per month.

Basic users receive support for five callers (five users on the same call at the same time) and: unlimited video, VoIP audio, and screen sharing, plus encryption, customer support, basic administration and Google Apps authentication. Pro customers receive all that and more; Pro supports 15 callers and a host of additional features, such as PSTN (phone), customized branding and domain, advanced administration including usage analytics, and a named customer account manager. Both versions include robust encryption and security

features. For users who want to test the waters, Pro is available for a free 30-day trial. Upgrades from Basic to Pro are easily available by contacting the XYZ sales department.

Active User Billing

XYZ has simplified not only daily videoconferencing, but also how to bill for usage. The Active User billing system is a monthly rolling plan that only charges for those who use XYZ for 30 minutes or more a month. These Active Users generate calls, accrue time and are only charged for the time used, as opposed to traditional software licensing. Customers track their Active User monthly activity and billing on the included administrator dashboard.

Customer Service and Support

XYZ's Customer Success Team is on standby to ensure adoption goes as smoothly as possible. Technical support is available from 9-5 PST, Monday through Friday, through a customer support portal offering a two-hour response time. For immediate help, XYZ offers a phone hotline and a chat line, also available 9-5 PST. A personal advisor is available to help guide larger deployments.

Technical requirements

There are three categories: Conference Room, Personal Device, Network:

XYZ for Conference Room

TV: 1080P flat-panel display with an open HDMI port.

Room: Max room size: 14'x22' with DHCP-enabled Ethernet port near TV.

Network

Video is sensitive to four markers of network health: bandwidth, latency, jitter, and packet loss.

- Outgoing access for TCP/UDP traffic to port 5005
- Outgoing access for TCP traffic to ports 80, 443
- Must get an IP address in the IPv4 format
- Bandwidth minimum 500 kbps up and down per client, HD video 2.5 Mbps. For multipoint we recommend a minimum of 1.5 Mbps.
- Healthy packet loss is $\leq 1.0\%$
- For latency, a healthy Min is $\leq 50-70\text{ms}$ and healthy standard deviation is $\leq 30\text{ms}$. The higher the roundtrip time, the less likely you are to have a smooth call.
- Jitter should stay under 8ms.

XYZ for Personal Device:

Computers

- Windows 7/8, 2.5G Core i5, 4GB RAM, webcam
- Mac OS X 10.8/9/10, 2.5GHz Core i5 (i7 recommended), 4GB RAM, webcam

Mobile Devices

XYZ currently works on the following iOS devices:

- Full XYZ experience - iPhone 6/6 Plus, iPhone 5s, iPad Air, iPad mini w/retina
- Audio-only experience - iPhone 5c, iPhone 5, iPad mini, and iPad 4th generation w/retina

XYZ currently works on the following Android devices:

- Android version 4.3 & higher
Only devices with BLE support and an ARM processor (no Intel devices)

Web browser

Supported web browsers include the latest versions of:

- Internet Explorer
- Safari
- Firefox
- Chrome

XYZ for Network (mobile)

We recommend you use XYZ over wifi.

- 1Mbps up/down per endpoint (2Mbps up/down recommended)
- Outgoing access for TCP/UDP traffic to port 5005
- Outgoing access for TCP traffic to ports 80, 443

Antivirus

- Some antivirus applications may require creation of exceptions for the XYZ installer

Requirements for Using an XYZ Device

TV: 1080P flat-panel display with an open HDMI port.

Room: Max room size: 14'x22' with DHCP-enabled Ethernet port near TV.