

TANDBERG SOLUTIONS

Simplified Video Access to Organizational Resources



TANDBERG ENTRYPOINT™

CONNECT WITH THE WORLD AROUND YOU

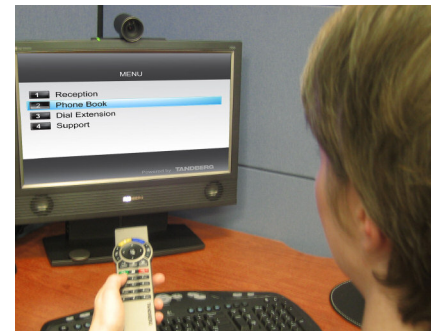
Organizations continue to struggle with simple ways to enable video users outside of their organization to connect with them. Firewall traversal solutions provide a simplified and secure path through firewalls for your IP video communications, but most solutions require at least some system registration and configuration on behalf of the IT department. As organizations look to extend the functionality of their video investment through new applications and collaboration needs, they need solutions that allow simpler access into their organization.

TANDBERG ENTRYPOINT — SIMPLE, SCALABLE, SECURE

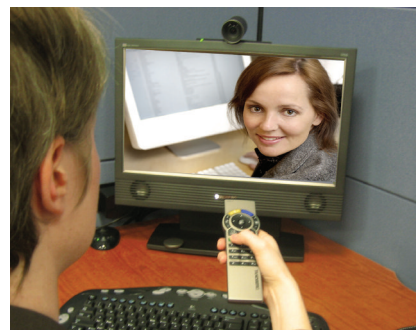
The receptionist. Customer support. A phone book. These are all resources that individuals expect to have access to via a telephone. TANDBERG is now making these same resources available to the enterprise through video with Entrypoint, a first-of-its-kind solution. It's a network device that enables individuals to call into a company and have direct access to information on video through menu systems — much as they are used to for audio today. One main number or address for the company can be distributed to vendors, customers and the public for instant access to specific departments within your organization — you choose who you want accessible. No advance planning from IT is required to enable video users outside of your network to connect with you — it's ad-hoc in nature and a highly scalable solution.



JANE OF ACME CORP NEEDS INFORMATION ABOUT TANDBERG. SHE DIALS INFO@TANDBERG.COM FROM HER VIDEO SYSTEM. JANE IS GREETED BY A WELCOME SCREEN.



JANE CAN CHOOSE FROM SEVERAL MENU OPTIONS AND BE DIRECTED TO THE PERSON OR INFORMATION SHE IS LOOKING FOR.



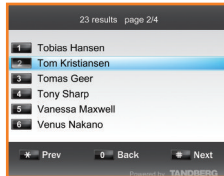
JANE IS CONNECTED!

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THREE WAYS TO CONNECT

Entrypoint enables a user to connect in three simple ways:



- **Video Menus:** Individuals on video can now visually call into a company through one URL address. Once greeted by a Welcome Screen, the individual is easily guided through the options by a simple menu system. This allows your customers to reach the receptionist, a customer service representative or access the company directory.



- **3G Gateway:** The enterprise can now add 3G video services to their internal communication resources. Employees can call in from the road and participate in meetings visually wherever they are.



- **Audio Gateway:** Add audio participants to video meetings or use your office video system as an audio speaker-phone for small group meetings.

APPLICATIONS

Imagine giving prospective customers an easy way to connect with your sales executives over video with no advance planning. This opens up sales channels and creates new opportunities for business. Walk through presentations, highlight product features and negotiate face-to-face in real-time. Extend a new dimension to customer service, technical support and public relation applications, while seamlessly enabling your organization to collaborate with peers and existing employees.

BENEFITS

- Simplified video calling between the public and the company — just like a phone
- Maximizes an existing video investment by creating new customer service and external collaboration applications
- No advance planning required to enable video calls from outside the network
- Ad-hoc accessibility
- Simplified connections to departments or individuals
- Customizable welcome screen, menus and phonebooks

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