

Changing the Game— Moving to Media Collaboration



Video conferencing as you have known it is a thing of the past—
It is uniquely limited at delivering the needs of your business.

*That all changes with
Media Collaboration*

The Way it Used to Be

Video conferencing. The promise was managing costs and reducing travel, improving access to experts, more efficient decision making, and raising corporate responsibility.

Too bad it failed!

The reason—It's just not affordable to buy; it's not easy to install; it's definitely not easy to use; and it's a big burden on IT. As users, we've all become frustrated and we just don't even bother.

All that changes now! It's time to change the game, and it's ClearOne's vision to make it happen. We've proven our ability to understand the way people work, through delivering the world's best audio; and now we're applying those same principles to media collaboration for an unbeatable combination.

The Trends

The Millennials are telling us that we'd better have great technology, and at the same time, executive management is insisting that we eliminate large investments in infrastructure and virtualize many of our applications.

Also, our work and personal lives are coming together. We answer email at night and post to Facebook during the day on the same devices.



We get it, and we're delivering solutions that will help. Our innovation is second-to-none, and we take the trends into account when we create our products.

It's not about "One Trick Pony" Video Conferencing Endpoints

The needs of yesterday's conference room have gone the way of the dinosaur. Even the name has changed, it's being called the "huddle room" now.

We all use these rooms as extensions of our personal workspaces. When we're there, we have many needs including: high-quality audio and video, the ability to create corporate YouTube videos, and more. And demand is always there for the highest quality and something that's truly easy-to-use.

Today's video conferencing systems just don't do it. The need calls for a media appliance.

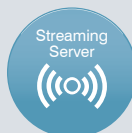
ClearOne's has figured out what is needed. An all-in-one solution in which audio and video conferencing, streaming, content creation, and more are wrapped into one, easy-to-use media appliance.

What is a Media Appliance?

It's the COLLABORATE® Room Pro, and it's so much more than just a video conferencing system.

We'll leave it to everyone else to make just a video conferencing endpoint. We've built an all-in-one media appliance, that is not only a video conferencing system, but also a streaming and recording server, a presentation system—and all the functionality you need for a typical conference room.

We're really changing the game, giving you everything you need. It's affordable, feature-rich, simple-to-use, and unbelievably easy to maintain, because it's an all-in-one media appliance.





Simplify the Network

Just like anything else, you want choices. If your company has a requirement to install infrastructure on-site, ClearOne has the simplest and most scalable on-premise infrastructure at an untouchable price.

What if you could combine all the "techie" elements (H.323 gatekeeper, SIP registrar, management and administration systems, firewall traversal, directory server, MCU, recording and streaming server, etc) into a single integrated, all-in-one server on your network?

And what if you could do that at less than half the price of the competition? Then you would have the COLLABORATE® Control.

That would certainly make it easy to buy and manage. Our scalable infrastructure delivers. It is the broadest portfolio which is easy-to-buy, easy-to-implement, and easy-to-use. This all-in-one solution priced suitable for any business.

Don't want to buy Media Collaboration— Use it from the Cloud

It's a guarantee that you're using the cloud already. If you've ever watched a Netflix® movie or listened to Pandora® you're there. It's easy, instant, and affordable.

Media Collaboration is in the cloud too—and that cloud is called Spontania from ClearOne. It's also easy, instant and affordable.

Spontania is the most powerful media cloud available. We give you all the benefits of media collaboration, and at the same time we've removed the barriers of complexity and high costs. We've also boiled it down to the core design tenets that make it work best: Ultimate ease-of-use and quality, "five 9s" reliability, flexible deployment options, and the richest feature set in the industry.

- + HD audio and video conferencing
- + Ad-hoc and scheduling meetings
- + Public and private chat
- + Multiple display capabilities
- + Application and media sharing
- + Electronic whiteboard
- + Recording and content creation
- + Fully integrated COLLABORATE Pro media appliances
- + Works on Windows PCs and Macs, and virtually any iOS and Android mobile device



spontania

By the way, it's a VMware virtualized application. That means you even can put Spontania Media Collaboration in your own data center to build your own secure private cloud.

As for the ability to work with other solutions, Spontania adds a great deal of functionality to third-party application such as Microsoft Lync® or Cisco Jabber®. We even allow those legacy H.323 and SIP endpoints to join the media collaboration call.

ClearOne moves your media collaboration to the cloud, delivering the easiest, most user-friendly, and reliable media conferencing service available.

World-Class Audio and Video Come Together

It's a fact that ClearOne is the leader in professional audio. It only makes sense for us to combine our unbeatable audio with video into a single media appliance.

We've integrated one of the world's best microphones, the Beamforming Microphone Array, directly into the media appliance without the need for external DSP mixers. This combination of the all-in-one media appliance and the Beamforming Microphone Array simply provides the best audio available. Since one of the functions of the media appliance is to provide high-quality video conferencing, the combined solution simply delivers the best audio in any video conference.

And we didn't slack on the video performance either, delivering full 1080p @ 60fps.

We've done it!

It's a new game, on a new field, with new players.

An all-in-one media appliance that serves the needs of the new conference room. A single appliance that fits infrastructure needs affordably, and a media collaboration cloud service available for pennies a day, shows how

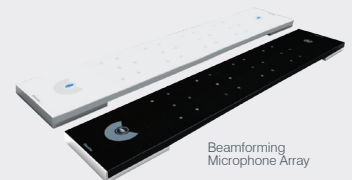
ClearOne is changing the game.



COLLABORATE Pro
500 & 600 series



1080p FHD Camera



Beamforming
Microphone Array

Move to Media Collaboration

COLLABORATE and Spontania

- + Easy-to-buy, easy-to-install, easy-to-maintain
- + All-in-one appliance for all your conference room needs
- + A single all-in-one affordable infrastructure solution
- + The most reliable and feature-rich media collaboration solution in the cloud

COLLABORATE
Room Pro Portfolio

COLLABORATE
Infrastructure

Spontania
Cloud Services

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