

CORPORATE PROFILE

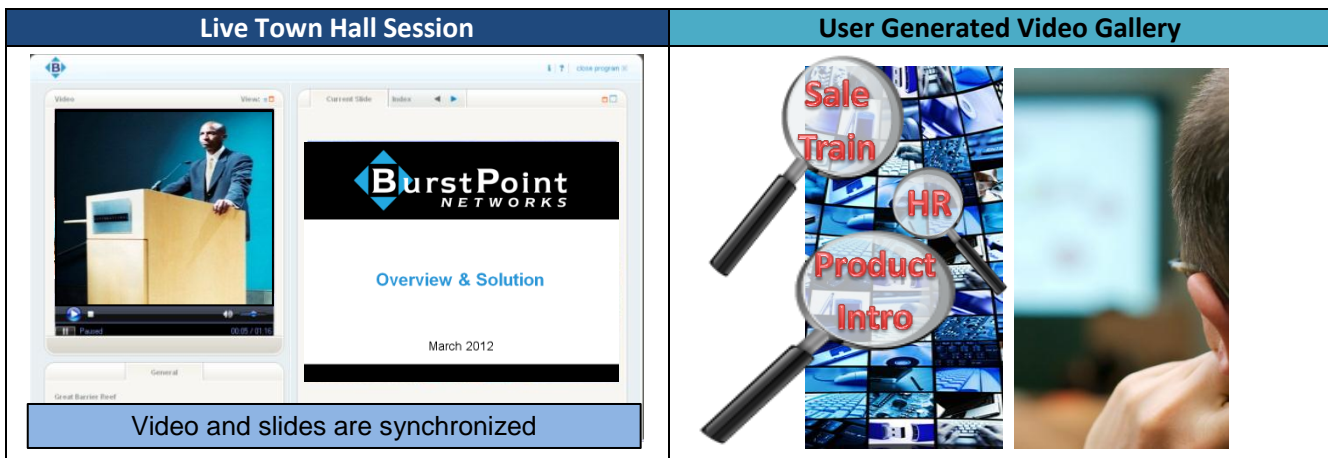
- Fortune 50
- Financial Services
- Over 60,000 Employees
- Over 500 Locations



The Customer, based in the United States with hundreds of locations around the world, has internally standardized on the BurstPoint Networks Video Communications Platform (VCP) to capture, store, deliver and manage corporate video content to all the Customer's subsidiaries throughout the world. In conjunction with audio video (AV) assets including capture studios, auditoriums, teleconference and telepresence systems, the BurstPoint VCP enables audience's large and small participation in the following:

- Live streamed executive town hall sessions as well as team level broadcasts among departmental associates.
- User generated and departmental content uploaded and shared amongst colleagues through on demand viewing.
- Viewer Mapped content, access privileges and compliance reporting for training and human resource functions.

The BurstPoint skinned/branded portal and embedded players are linked/embedded on many of the customer's internal intranet pages and is a featured part of everyday interaction for all employees worldwide. It is available 24x7 to all associates. The system is sponsored, funded and governed by the Customer's Corporate Communications Department, and is considered a key element of the Customer's commitment to inform and include more than 60,000 associates in the internal communications process.

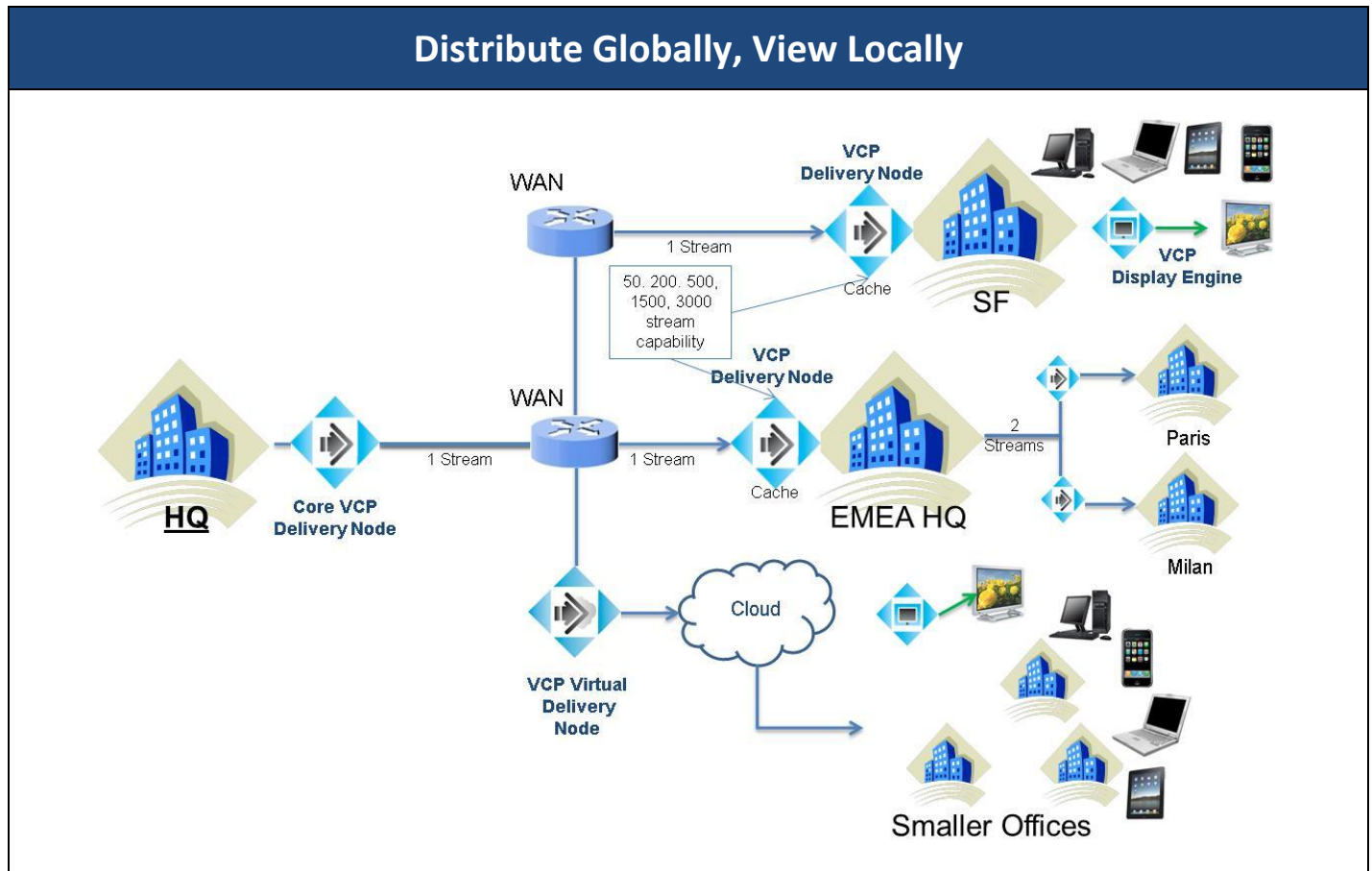


The Customer's portal seamlessly delivers video programming to The Customer's associates in their particular offices, on their VPN connections or from public computers and internet connections with secure login tokens and DMZ protected proxy servers. In this instance critical content can be accessed from home or anywhere in the world with an internet connection. There is no need for The Customer associates to log on to the BurstPoint system, as they are authenticated at the time they access their single sign-on page.

The BurstPoint Video Communications Platform was initially selected because of its flexibility, tremendous scale and ability to manage and deliver both live and on demand video without adversely impacting WAN bandwidth or critical applications on the network. Also important was the avoidance of downloading any vendor specific software on client computers.

ARCHITECTURE

To implement the system a distributed model comprised of a VCP Manager, Various Encoders and Conference Points are used for access and capture of video assets. A distributed delivery system consisting of hundreds of VCP Delivery Nodes in sites across America and in key offshore locations including India provide local LAN delivery of video programming. In the diagram below you will find that the flexible BurstPoint environment is set for live events that are multicast-ed locally at each site, and VoD content is unicast-ed from the same VCP Delivery Node, often simultaneously. This provides a very efficient use of bandwidth and scale.



Results: Cost savings; Happier, more productive and more informed staff; Faster communications, more engaging interactions with staff, and reduced travel and communications costs are just some of the benefits touted by our customer base...Return On Investment.

WHY BURSTPOINT NETWORKS?

- Single Platform for Live Streaming, Video-on-Demand and Signage -- Centrally managed (Common web-based user interface) - Management & distribution of video assets inside and outside the corporate firewall.
- Zero footprint smart player allows content to be viewed on any LCD/Display, mobile device or laptop & desktop.
- Video from any source including H.323/239 VTC video to be recorded for on-demand programming or streamed live. Patent protected BurstPoint VCP Conference Point™ – Leverage ANY video conferencing equipment for broadcast over a network or leverage as a recording studio.
- Unmatched scale – Hierarchical content distribution architecture provides unmatched on-premise scalability, bandwidth protection and ability to distribute content to and from the cloud.
- Reach the entire organization with video, anywhere, anytime