

Ask Yourself

- Do you want a frustration-free video conferencing solution that is easy to use—where you dial names rather than numbers and group meetings build dynamically as you call others to join?
- Do you want to equip rooms with integrated video systems that are preconfigured for a cloud service and that are automatically provisioned and updated, including built-in directory, presence and firewall traversal?
- Do you want a solution that supports all your day-to-day collaboration needs—voice, audio dial-in, video calls and automatically escalated group video meetings—all in one solution?
- Do you want a single solution that can be used across mobile, laptop and room-based video systems and that offers a consistent, intuitive user experience?

Reasons Why “Meet-Me” Cloud Video Services Are Mediocre at Best

Meet-me services like Blue Jeans® and Zoom® support only one model: a prescheduled, “meet-me” conference with long, numerical dial strings and access codes.

They don't offer a “connected experience.” You have to separately manage and integrate video systems, resulting in an inferior, disjointed user experience that is more challenging to manage.

Meet-me models can't match Lifesize. Everything else is a group meeting to which participants call in and wait for everyone else. There's no directory dialing, no point-to-point calling, no presence status and no call escalation.

The only thing consistent about meet-me services is that they copy the cumbersome user experience of the audio conferencing model—dial, enter code, enter ID, wait ...

Consider This

Meet-me services offer an audio bridge with pictures.

Everyone must dial a long, numerical dial string at the prescribed time. You can't simply call a person directly for an impromptu conversation.

They only support scheduled, meet-me voice and video conference calls.

The ability to move seamlessly across modes of communication is critical for user productivity. With Lifesize, a conversation that starts between two people via a voice or video meeting escalates to one where you can add more participants instantly. Bottom line: Lifesize offers a much faster and more flexible way to work.

As meetings-based solutions, meet-me services miss integrating the meeting room.

Teams want to work together in a meeting room, but these providers don't have a solution. Lifesize Cloud seamlessly integrates Lifesize® Icon™ room video systems, which offer exclusive capabilities like connecting to the service, a shared directory and automatic software updates.

Why Lifesize Cloud Is the ONLY Solution You Need

Only Lifesize provides an award-winning room video system with best-in-class mobile apps combined with a cloud video service so that everyone gets a connected experience from the meeting room to the office and on the go.

Communication that's Designed for Business

You can start a video or audio call and add more people instantly for a group call. You can even schedule your meetings in advance.

Cloud

Lifesize Cloud is a video service that lets everyone simply and instantly have real-life meetings. Only Lifesize Cloud directly links Lifesize Icon room video systems to laptops, tablets and smartphones for instant, real-life meetings.

Award-Winning Video Systems

Equip your meeting rooms with Lifesize Icon room video systems. They're preloaded with Lifesize Cloud software, and they're always up to date! With Lifesize Icon you get an intuitive, frustration-free experience.

Mobility

Lifesize Cloud supports Mac®, PC and the latest iOS and Android™ mobile devices. Lifesize Cloud comes with integrated firewall traversal, direct dial and meet-me calling.

Customer Support

Lifesize Cloud customers have access to many tools on our website, like our resourceful knowledge base and helpful how-to videos. We also offer a simple web-based ticketing system and phone support backed by our promise to respond to customers quickly, at no additional charge.

Interoperability

You can join Lifesize Cloud from a multitude of devices: smartphones, tablets, laptops and video systems. Also, Lifesize Cloud is standards-based, allowing third-party video systems to connect with any Lifesize Cloud user.

Security

Lifesize automatically traverses firewalls so you don't have to. A secure, AES 128-bit encrypted cloud experience lets you conduct your meetings with confidence.

	LIFESIZE CLOUD	BLUE JEANS	FUZE®	ZOOM
Interoperable Cloud Offering	✓	✓	✓	✓
Connected to an Award-Winning Room Video System	✓	X	X	X
Shared Directory	✓	X	X	X
Dial Names, Not Numbers	✓	X	X	X
Instant and Scheduled Calling	Both	Scheduled Only	Scheduled Only	Scheduled Only
Group Calls—Add Users, Merge Calls, Automatic Escalation	✓	X	X	X
Ring All Devices (Mac, PC, iOS, Android, Room Video System)	✓	X	X	X
Warm Call Transfer	✓	X	X	X
User-Created Virtual Meeting Rooms	✓	X	X	X

All information on the competition is based on publicly available information.

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