

GLOBAL CROSSING IVIDEOCONFERENCING



A Better International ISDN Video Solution

GLOBAL CROSSING'S AWARD-WINNING IVIDEOCONFERENCING SERVICE

Global Crossing offers the distinct advantages of iVideoconferencing™, recipient of the 2004 Frost & Sullivan Best New Videoconferencing Service. It leverages the reach, efficiency and quality of our global VoIP-based network to cost-effectively deliver your video calls.



Advances in video conference technologies, quality of service mechanisms and Internet security are driving the crossover from ISDN to Internet protocol (IP) as the reliable, affordable transport method for video calls. In a market now dominated by IP-centric solutions, deploying iVideoconferencing over Global Crossing's IP network makes video conferencing an even more affordable way to collaborate, improves service quality and advances reliability to a new level.

You can also leverage the Global Crossing iVideoconferencing solution to cut down on your T&E expenditures, such as plane tickets, hotel rooms and meals, while proactively reducing your organization's carbon dioxide emissions and thus carbon footprint.

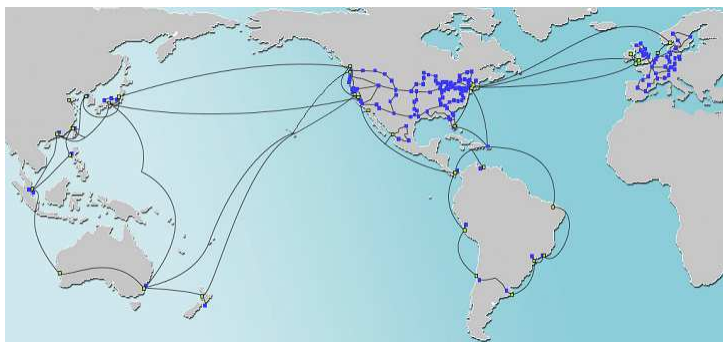
WHAT IS IVIDEOCONFERENCING?

Global Crossing's award-winning iVideoconferencing service provides a transport alternative to Public Switched ISDN video services. ISDN calls are placed directly on Global Crossing's IP network and transported to service nodes around the world, resulting in increased quality and a significant reduction in your ISDN costs compared to calls switched over traditional voice networks. By placing video calls directly on our state-of-the-art global fiber network, your video connections take a direct and dedicated route to their destinations. No upgrade or change to your endpoint video equipment or local network infrastructure is required. Global Crossing's iVideoconferencing offers a superior video call experience, so whether you are collaborating with colleagues, employees, suppliers or vendors all will see and experience the benefits of effortless, seamless and reliable video calls.

Global Crossing's global network provides a superior infrastructure operating at 99.999% availability 365 days a year to bring enhanced quality and reliability to your video calls. iVideoconferencing allows you to migrate to a converged IP solution at your own pace by leveraging our converged global network to cost effectively deliver the reach, efficiency flexibility, and quality you have come to expect.

You'll experience a videoconferencing technology with high success rates and optimal reliability, all while enjoying the expert sales and technical support Global Crossing provides before, during and after your video meetings. iVideoconferencing offers:

- A migration strategy to an IP Convergence solution – you grow at your own pace.
- Video connections that take a direct and dedicated route to its destination. No ISDN long-haul charges.
- Protection from obsolesces. You do not have to change your existing video endpoint equipment or local network infrastructure allowing you to maximize your investment.
- Increased savings in international transport costs.
- Enhanced worldwide productivity that accelerates decision making leading to quicker revenue attainment.
- Leading edge technology. Global Crossing's iVideoconferencing service recipient of the Frost & Sullivan 2004 Best New Videoconferencing Service Award.





BENEFITS OF GLOBAL CROSSING'S IVIDEOCONFERENCING SOLUTION

Global Crossing's iVideoconferencing gives customers high-quality plug-and-play videoconferencing solutions. Here's why:

- **More affordable videoconferencing calls** especially on international calls. Customers have reported savings between 40 and 70 percent over traditional ISDN calls. This means you can re-invest the savings in other areas of your business to help it grow faster.
- **Improved Reliability** - Decreased synchronization loss reduces ghosting, freeze frames, temporary disconnects and other typical video issues which means you'll spend more time working on the task at hand in the meetings rather than trying to "fix" the videoconferencing unit.
- **Migration path to IP Convergence** - With no capital investment in infrastructure or video endpoint equipment you can move towards a converged network solution at your own pace which means you get more value from your investment.
- **Increased Quality** - Video issues are typically reduced by more than 50% for connections over ISDN legacy switched networks that allows your calls to progress unimpeded.

WHY GLOBAL CROSSING IVIDEOCONFERENCING?

- **24 X 7 Support** – With Global Crossing IP Video, you'll receive a dedicated sales, customer support and network operations teams to match the network footprint and deliver a consistent customer experience worldwide.
- **AES Encryption** gives you the security and confidence you need when sharing sensitive information.
- **Better Sound Quality (Siren 14)** so you can enjoy near CD-like audio quality through wideband audio that requires fewer computing cycles and offers greater fidelity making speech and other sounds sound more natural.
- **Interactive Web Reservations (IWR)** – Is our convenient online scheduling tool that helps you arrange and manage your meetings all through a single web-based portal, streamlining your videoconferencing administration.
- **Get all of the advantages of Global Crossing Videoconferencing Services** – get expert service and support before, during and after your video meetings from launching, monitoring and troubleshooting your call to thorough reporting on your conference's performance.
- **Our Dial-Through-Gateway feature** allows you to connect your own point-to-point meetings whether you are making an IP video call to an ISDN unit or vice versa.
- **H.264 compression technology** allows you to make more efficient use of your network by better compressing the video images together with a range of features supporting high-quality, low-bit rate streaming video which is based on MPEG-4.
- **H.239 compression technology** further improves collaboration by allowing you to show the video of a speaker with any data they are presenting like a spreadsheet.

Global Crossing's Video Endpoint Management

Global Crossing offers complete video Managed Services to monitor and manage your video endpoints, so you can focus on other business matters. The service advances adoption of videoconferencing and improves service levels by making your video network easier to use. Video Endpoint Management enhances customers' workflow and employee productivity enabling them to focus on core business competencies. This eliminates the need for you to spend resources managing your network and concentrate on your business goals

For more information visit

http://www.globalcrossing.com/enterprise/collaboration/collaboration_ivideoconferencing_over.aspx