



StarLeaf Call delivers dramatic time-to-market savings for global manufacturer GEAR4

**Shortlisted for the best-in-show award, StarLeaf Call debuts at
Enterprise Connect, 18-20 March 2013**

Sunnyvale, CA, 14 March 2013: StarLeaf introduces StarLeaf Call, the first true IT-free video communications solution that promises to change the way businesses deploy, use and pay for video calling and conferencing. StarLeaf Call uniquely combines a comprehensive range of software and hardware endpoints, all managed from the cloud. It delivers a true on-demand, anyone-to-anyone solution that is as far reaching as the telephone and just as easy-to-use.

"StarLeaf makes it easy for us to do business across our offices in the USA, Europe and Asia. It's secure, reliable, gives us great HD quality, and makes us feel like we are all in the same room. It really comes into its own when we are up against a deadline, by allowing us to review detailed designs on the fly, trouble-shoot problems and keep our development cycle on its critical path," said Tom Dudderidge, CEO GEAR4, a market leading manufacturer of smartphone and tablet accessories. "It does save us in travel costs, but that's the tip of the iceberg. StarLeaf has helped us achieve a competitive advantage by shaving a massive 25% off our time to market, which for GEAR4 makes StarLeaf worth its weight in gold."

StarLeaf is the first telepresence video equipment manufacturer to move entirely to the cloud. In doing so, StarLeaf users do not need to purchase any video network infrastructure. Consequently, users benefit from an IT-free solution that requires no expertise to set-up or manage. All StarLeaf hardware endpoints offer a true plug-and-play experience and are installed in minutes.

With StarLeaf Call, a user takes delivery of their endpoint, plugs it into the network and enters a 12-digit identification code. This QuickConnect code verifies the user account, automatically configures the endpoint, populates the corporate directory and provides the connection to StarLeaf Call. Shortly after, the user is ready to video call or conference anyone on any StarLeaf or standards-based (H.323/SIP) video equipment or software. Ongoing management is conducted via the StarLeaf Call portal, a simple browser-based tool that keeps the user in control of all adds, changes and deletions from the service.

StarLeaf's ease-of-use is provided by one common interface, which requires no training and features visual step-by-step guidance. Hardware endpoints have a touch screen display, which is fully replicated in StarLeaf Breeze, StarLeaf's mobility software solution.

Rich functionality sits alongside ease-of-use, ease-of-deployment and ease-of-provisioning to offer businesses, teams and mobile workers all that they need for video collaboration with colleagues, partners, and customers.

StarLeaf Call provides:

- Ability to call anyone on any standards-based device
- A complete range of endpoints for rooms, desktops, PCs, Macs and iPads
- Assured excellent voice and video call quality
- Multi-party conferencing, dial-out or meet-me, for groups of up to 17
- Screen sharing and video conferencing simultaneously
- Rich functionality for video and voice including transfer, forward, hunt groups, video mail, call history and speed-dial favorites
- Easy provisioning and management through a single web portal
- All calls authenticated and encrypted
- Failsafe with full redundancy and multiple data centers operating 24x7
- Total interoperability with all existing video installations (H.323/SIP)

For StarLeaf Call and individual product pricing visit www.starleaf.com

About StarLeaf

StarLeaf delivers HD video calling and conferencing solutions, managed from the cloud, that anyone can use and deploy without training or IT support. Designed for today's workforce, the StarLeaf solution is completely open and yet secure, and connects anyone-to-anyone, on-demand, providing individuals and teams all the flexibility they need to collaborate while on the move, at the office or from home.

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