



StarLeaf Call Smashes Through the Barriers to Business Video Calling and Conferencing

London, UK, 24 January 2013: StarLeaf today announced StarLeaf Call, a revolutionary new way for businesses to deploy, use and pay for video calling and conferencing. StarLeaf Call uniquely combines all that business users need for video communications, including a comprehensive range of software and hardware endpoints, all managed from the cloud, to deliver a true on-demand, anyone-to-anyone, anywhere solution that is as far reaching as the telephone and that is just as easy-to-use.

"With StarLeaf Call we are first to deliver on what every other manufacturer or service provider promises in terms of ease-of-use and ease-of-deployment," said Mark Loney, CEO of StarLeaf. "By taking the pain and cost of infrastructure out of the equation, and placing it in the cloud, we deliver scalable and affordable business quality video collaboration - to any size company whether they want one room or tens of thousands of connected users."

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 the StarLeaf mobility software solution Breeze.

Deployment of hardware endpoints is a true plug and play experience. 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. Within minutes 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's admin in control of all adds, changes and deletions from the service.

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 20
- 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)

“Once again StarLeaf has shown itself to be able to think outside the box. With a breadth of integrated voice and video endpoints for rooms, offices, and mobile platforms, StarLeaf is also offering key complementary infrastructure components as a cloud service,” said Andrew W. Davis, Sr. Analyst and Co-Founder of Wainhouse Research. “This combination, together with innovative packaging and competitive pricing, will be appealing to large and small enterprises alike.”

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. They have been designed for today's workforce, are completely open and yet secure, and connect anyone-to-anyone, on-demand, anytime and anywhere, giving individuals and teams all the flexibility they need to collaborate while on the move, at the office or from home.

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