

Riverbed and Polycom

Turn On Enterprise Video with Riverbed Steelhead Appliances

With proven expertise in deploying enterprise video and application acceleration, Polycom and Riverbed have partnered to deliver a complete video communications solution. The Polycom-Riverbed enterprise video solution captures and manages live and on-demand video, distributes Flash and Windows Media and H.264 formats, and reduces the impact of video bandwidth consumption over the WAN. This complete solution can be deployed directly on to existing branch Steelhead appliances, which drives even greater return from existing Riverbed investments.

The Enterprise Video Communications Challenge

The widespread use of business video on the network offers companies competitive advantages in effective information distribution and collaboration. Organizations have encountered obstacles when using video for employee training, corporate communications, and live event webcasting due to network inefficiencies, resulting in user complaints due to poor viewing experiences. The most common challenges include:

- Insufficient network bandwidth for quality video streaming
- Costly Content Delivery Network (CDN) investments for video distribution
- Difficulties in creating video content easily and cost effectively due to limited access to video experts and equipment

As more enterprises embrace the use of video within their business processes, the need to effectively create, manage and distribute video is increasing in value and importance.

The Polycom and Riverbed Solution:

The Polycom and Riverbed solution delivers high performance streaming media via the Riverbed Services Platform (RSP) on existing Steelhead appliances and provides a simple way for creating live video, recording it, and automatically archiving the resulting video broadcast.

A Joint Solution by Riverbed and

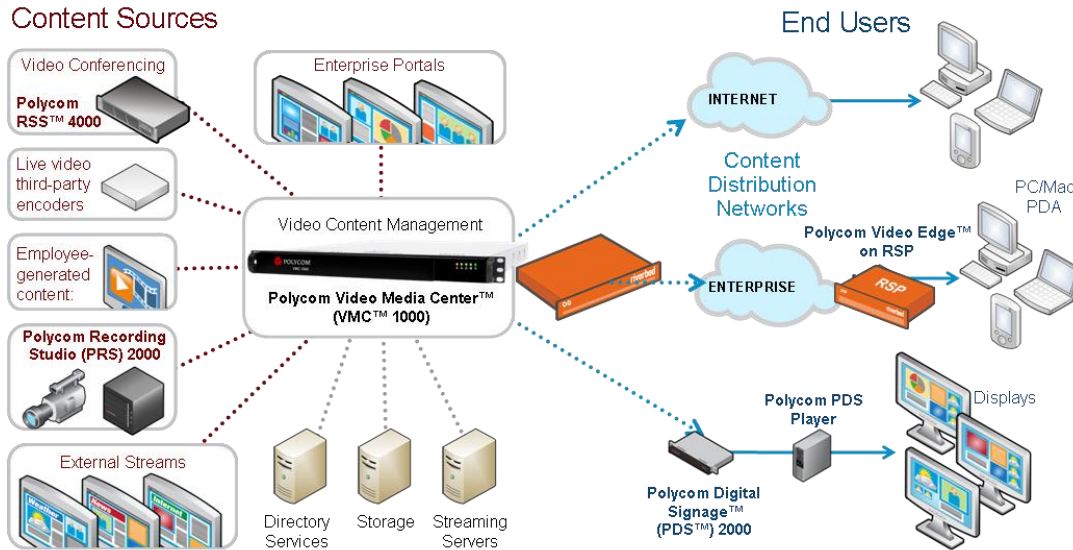


BENEFITS

- Leverage Riverbed appliances for enterprise video streaming while reducing bandwidth utilization.
- Simplify video distribution with no additional remote office hardware.
- Centrally control the video infrastructure (encoders, streaming devices, storage, distribution, authentication, security, portal access).
- Measure video popularity and usage with detailed reporting
- Reduce travel expenses to events and company meetings or seminars



Live and recorded content can be easily created using Polycom's Video Media Center and Video Edge products. The video content can then be published and managed on Polycom's Video Control Center portal. Polycom software provides non-technical users with tools to create and manage their own video content — enabling employees working in remote offices to communicate and collaborate using the power of live and on-demand video.



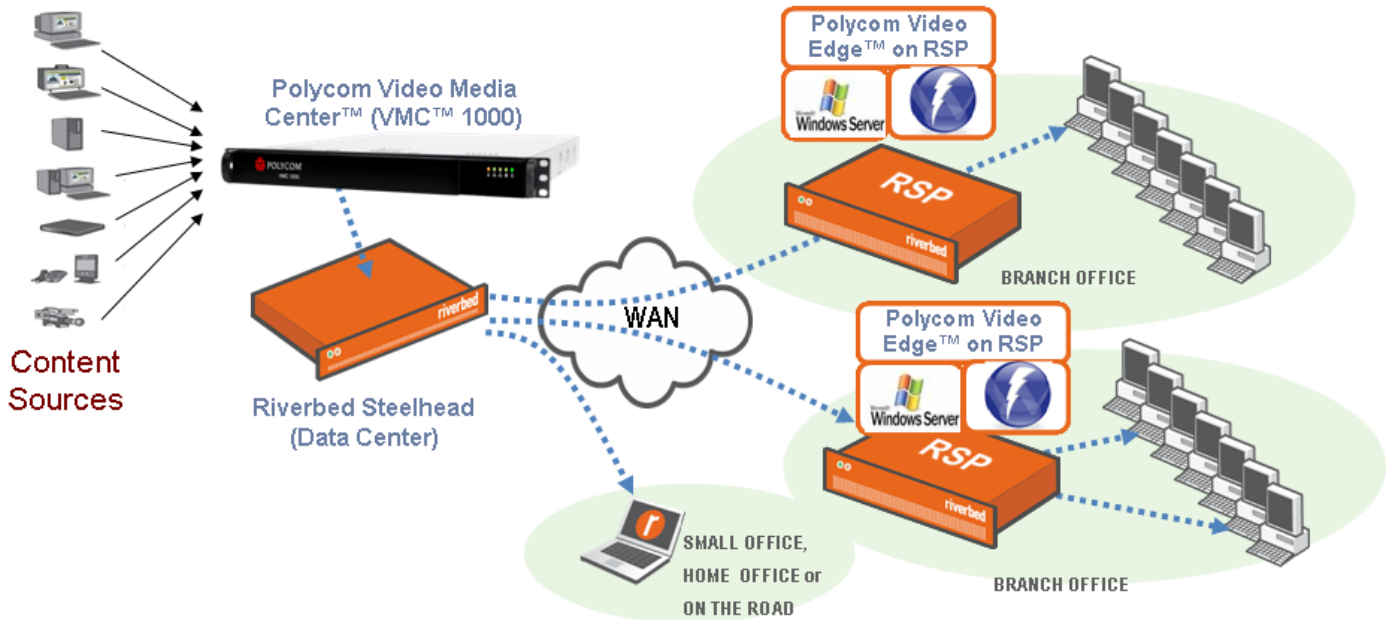
Viewers can easily find and view live broadcasts or on-demand videos, as well as other related materials via a video portal. The video library is dynamically updated with new content each time a publisher adds a new item to the library. For any employees who may have missed a live broadcast, Polycom automatically archives the event for future viewing, and publishes the archive to the portal. This allows corporate networks to effectively accommodate video without impacting other business-critical applications.

Riverbed Reduces Bandwidth Utilization for Video Streaming

The Riverbed RSP provides a protected partition that lets customers run additional services and applications on Steelhead appliances. The ability to run best-of-breed software on Steelhead appliances eliminates the requirement for dedicated servers in remote branch offices, enabling an additional layer of server consolidation. The RSP's modular architecture offers vendors an open platform for their applications. The applications run independently of Steelhead appliance data streamlining, transport streamlining, and application streamlining functionality. This shared hardware platform allows IT staff to simplify the configuration and management of distributed infrastructure, save additional costs, and reduce the hardware footprint in remote offices.

For live and on-demand video streaming, the joint solution reduces enterprise WAN video traffic by as much as 98%. For example, a live webcast that otherwise would take multiple streams and consume bandwidth is reduced to a single stream per branch that can be split locally to many viewers, without the need for additional hardware for video content distribution. The end result is greatly reduced bandwidth utilization to save costs by deferring expensive network upgrades, reduced hardware footprint and IT overhead.

Riverbed and Polycom Architecture Overview:



About Polycom

Polycom, Inc. is the global leader in unified communications solutions—telepresence, video, and voice solutions—and a visionary in communications that empower people to connect and collaborate everywhere.

Using Polycom unified communications (UC) solutions and services, people connect and collaborate with one another from their desktops, meeting rooms, class rooms, and a variety of mobile settings from anywhere in the world. In today's economy, it makes good business sense for companies to rely on the broadest offering of UC solutions from Polycom because they can improve productivity, reduce their costs, rapidly gain a return on their technology investment—and thrive. www.polycom.com

About Riverbed

Riverbed Technology is the IT infrastructure performance company. The Riverbed family of wide area network (WAN) optimization solutions liberates businesses from common IT constraints by increasing application performance, enabling consolidation, and providing enterprise-wide network and application visibility – all while eliminating the need to increase bandwidth, storage or servers. Thousands of companies with distributed operations use Riverbed to make their IT infrastructure faster, less expensive and more responsive. Additional information about Riverbed (NASDAQ: RVBD) is available at www.riverbed.com



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