



Contact:

Todd Petruska

Burson-Marsteller for SightSpeed

+1 212 614 4707

todd.petruska@bm.com

SightSpeed Looks to Disrupt Video Conferencing Market with Affordable New Service for Businesses of all Sizes

New Service Redefines Video Conferencing with Cost-Effective Alternative To High-Priced & Inflexible Room-Based Hardware Systems

BERKELEY, Calif., Oct. 30, 2007 – SightSpeed Inc., the leading provider of Internet video communications, today unveiled a breakthrough business video conferencing service that enables all businesses – including small and medium-sized businesses (SMBs) – to communicate and connect face-to-face with clients, customers, and colleagues without the need for expensive and immobile room-based hardware.

This new service, SightSpeed Business, combines the high resolution video quality of expensive, stationary room-based hardware systems with the ease of use, flexibility and mobility found in business-class Voice over Internet Protocol (VoIP) services. Available for a fraction of the cost of existing video conferencing products (\$19.95 per month and \$189.95 per year), SightSpeed Business also eliminates the need for any separate IT investment.

“Existing room-based hardware video conferencing systems, which cost upwards of tens of thousands of dollars, are out of reach and impractical for all but a few privileged businesses,” said Peter Csathy, CEO of SightSpeed. “Those systems ignore the needs of the vast majority of potential video conferencing users. SightSpeed Business eliminates the requirement for costly hardware and places the needs of SMBs front and center, providing the first high quality, easy-to-use, cost effective and secure solution.”

With SightSpeed Business, users also have the flexibility and mobility for conducting a video conference anytime, anywhere – something that is impossible with room-based hardware systems. Since SightSpeed Business is installed on the user’s PC or Mac, face-to-face single click video communications with up to four users can occur anywhere a broadband connection can be found.

Key SightSpeed Business features include:

- Award-winning high quality video (including near high definition with 640x480 resolution cameras)
- Unlimited one-to-one video calling and unlimited and enhanced multi-party video conferencing for up to four participants
- A new streamlined interface optimized for the business user
- In-call collaboration features, including file sharing and multiple video screen viewing modes for better control over desktop view
- Unlimited video mail and video blogging (with extended recording time), and unlimited text messaging and PC-to-PC voice calling

- 500 free U.S. and Canada telephone calling minutes to any landline or mobile phone (and additional telephone “out” calling at competitive rates)
- Voice and video mail for incoming calls with e-mail notification
- Ability to record, publish and archive live video calls and conferences
- Administrative console for central user set up, management and reporting on an individual user and company-wide level, and simple purchase of call minutes, custom phone numbers and multi-user licenses
- Live, face-to-face video support and live toll-free phone support
- Secure, reliable and fully SIP/standards-based – enterprise-class architecture

“There is a need for enterprise-quality video communications solutions for the small and medium business,” said Rebecca Swensen, research analyst at IDC. “SightSpeed Business meets this need by providing quality video via a cost-effective service rather than a costly hardware solution. SightSpeed’s software as a service approach has the potential to disrupt the multi-billion dollar business video conferencing market in much the same way that Salesforce.com disrupted the CRM business.”

To learn more about SightSpeed Business and download it for Windows or Mac, visit www.SightSpeed.com.

About SightSpeed

SightSpeed Inc. is the award-winning provider of Internet video communications for both the business user and consumer. The company offers two services: (1) “SightSpeed Business”, the world’s first high quality, cost-effective and hardware-free video conferencing service for all businesses (including SMBs); and (2) “SightSpeed 6.0”, the most widely praised consumer-focused video chat service that turns a PC or Mac into an easy-to-use video phone to communicate with friends and family around the world. SightSpeed’s services are SIP-based and standards-compliant, and the company’s revolutionary human perception based technology is patented and based on more than ten years of research and development originating out of Cornell University.

Founded in 2001 and based in Berkeley, California, SightSpeed is a privately held company funded by The Roda Group, best known for launching Ask Jeeves and PolyServe. For more information about SightSpeed, visit www.sightspeed.com.