



SCOPIA IVP

Media Application Development Made Simple

A powerful general purpose media server with a flexible high-level API and Service Creation Environment (SCE) for generating a wide range of video services.

Interactive video-based communications are changing the way people communicate. Service providers can harness the power of video to offer new, innovative, revenue generating services. Enterprises want their employees to receive personalized video content - to see, share, interact, collaborate and communicate over mobile devices, desktops and room systems - at work, at home and on the go.

With the SCOPIA Interactive Video Platform (IVP), service providers, enterprises and developers can now easily create and reliably deploy interactive video services seamlessly integrated with existing networks. These real-time, video-based services offer a high revenue margin complement to traditional voice and data services for true added value.

The SCOPIA IVP enables development and deployment of compelling applications - leveraging a one-time infrastructure investment to deliver high quality, interoperable solutions that enhance the user experience. The core platform's flexible API enables multiple-service deployment, allowing service providers to increase chargeable bandwidth to maximize ARPU, reduce churn and strengthen subscriber loyalty.

SCOPIA IVP - Media Application Development Made Simple

The SCOPIA Interactive Video Platform is the ideal solution for rolling out multiple exciting revenue-generating visual communication services, such as:

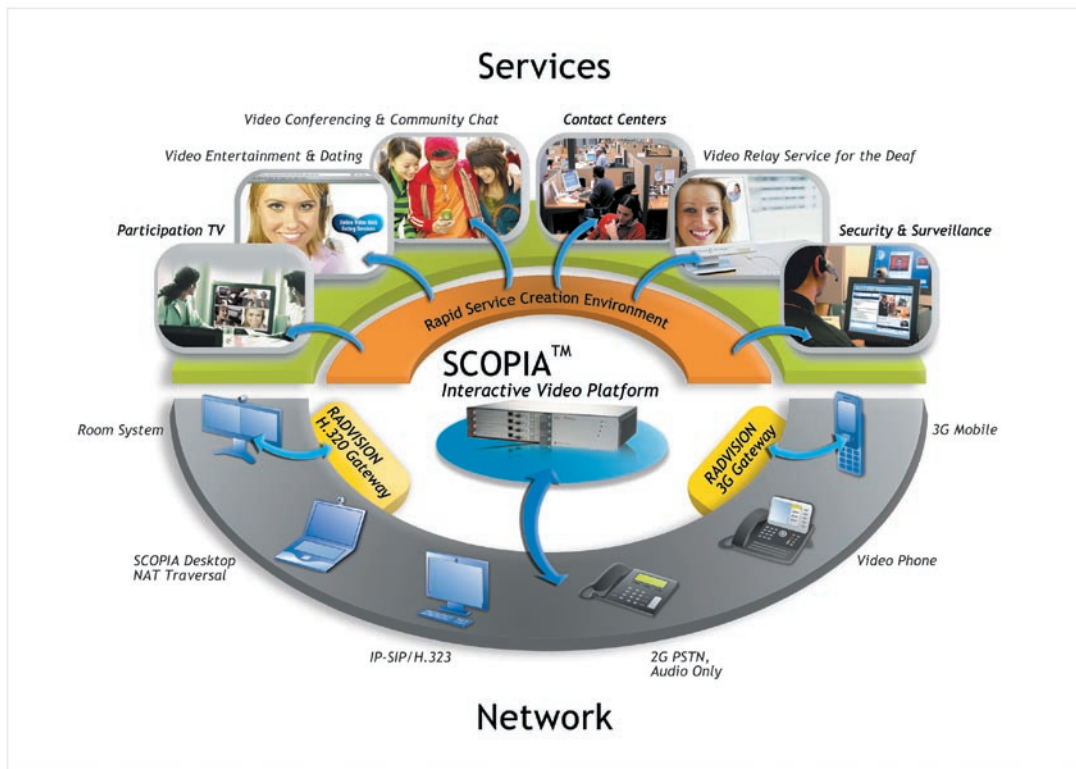
- Mobile videoconferencing
- Video portals
- Video Ringback Clips™
- Mobile video communities and chat rooms
- Security & surveillance applications
- Video blog services
- Mobile dating services
- Video-enhanced contact centers
- Video mail
- IVVR (video IVR)
- Banking
- Video Relay Services (VRS) for the hearing impaired

These services may be hosted externally or in-house

Harness the power of interactive visual to expand the value of your mobile and IP networks

SCOPIA Interactive Video Platform Highlights

- Call control, media processing (video transcoding and conferencing)
- Enhanced video experience with text overlay and continuous presence options
- DTMF control for user interaction using RFC 2833
- High-level open XML-based API and SCE for quick, fast-to-market video service creation
- Extended connectivity with mobile handsets, room and desktop terminals, including 3G-324M, IP and ISDN and solutions for seamless NAT traversal
- Intuitive PC/Web Video access add-on (SCOPIA Desktop Lite) for widespread access to your application from any PC integration with back-end systems, such as billing, authentication, operation and management
- Easy migration path to IMS – Media Resource Function (MRF)
- Personalized content and delivery



IVP Benefits

Powerful Media Processing

The SCOPIA Interactive Video Platform (IVP), RADVISION's award-winning open general purpose media server platform, is HD ready, and features advanced and powerful processing capabilities allowing you to:

Combine Interactive Live and stored content on one screen - e.g., View Video with your friend, connect with video to a contact center agent while watching a relevant demonstration clip.

Build social and community video applications - IVP enables high-quality, shared screen conferencing with a wide variety of layout options - for entertainment or for business

Flexible Application Creation

The SCOPIA Interactive Video Platform's rich and flexible API enables the creation of any video application by leveraging easy to use, powerful building blocks.

SCOPIA Interactive Video Platform enables a full range of media applications, from simple Video IVRs to the most demanding full-featured multiparty solutions.

Personalize video services - based on a user's identity, preferences or administrated privileges such as in dynamically adding personalized content through on-screen text, interaction flow or language.

Enable "Context-aware" services - IVP gives you the freedom to adapt your application to an individual user's GPS location, interest or community.

Rapid Application development

Using powerful Service Creation Environment (SCE) - offered by RADVISION or one of its partners, you can rapidly develop video applications using standard environments such as Java, HTML and even graphical "drag & drop" tools, as easily as if you were developing for the Web.

Partner Community

An active community of partners and developers offer a variety of 3rd party applications built on top of the SCOPIA IVP. Also, this community supports the tailored development of applications to meet your unique requirements. RADVISION works closely with its partners to constantly offer new and compelling video applications on its platform.

Ubiquitous connectivity

SCOPIA Interactive Video Platform allows you to experience the power of a unified communications environment in a heterogeneous world.

A smart delivery platform, SCOPIA IVP determines the individual capabilities of end-user devices and seamlessly delivers the best video quality for each user based on the capabilities of their end point or network connectivity, supporting 3G handsets, IP Phones, desktop soft clients, video room systems, and more, including a PC/Web Video access add-on (SCOPIA Desktop Lite) with seamless traversal of FW/NAT between user's endpoint and IVP.

SCOPIA Interactive Video Platform Specifications

Supported Protocols

- SIP
- H.323
- RTSP
- Mobile 3G-324M support with RADVISION's SCOPIA 3G Video Gateway
- ISDN ITU-T H.320 protocol support with RADVISION's GW-P20

Enhanced Video Support

- H.263
- H.264
- MPEG4 simple user profile level 0
- QCIF, CIF and 4CIF
- HD (Planned)
- Mixing of video streams to multiple screen layouts for Continuous presence of active conference participants and live portals
- Adding participants information and options for the user using dynamic text overlay on video screen

Enhanced Audio Support

- AMR
- G.711
- G.722
- G.723.1
- G.729
- AAC-LC support for content that is streamed into the conference

Streaming

- Live or stored video content in or out of an IVP session

Content

- Format: 3GP, MPEG4
- Streamed or from local storage (NFS)

DTMF

- Detection and Generation: RFC2833, SIP INFO, UII (H323)
- Inband DTMF detection

Recording

- Application initiated and controlled recording of any media session hosted on IVP
- VCR Controls (PLAY, STOP, PAUSE, SKIP)

Scalability and Service Availability

- N + 1 redundant architecture
- Active-Standby functionality

- A single IVP deployment instance can support up to 1000 media ports
- The N+1 architecture ensures service availability given media resource failure
- The active-standby control SW architecture ensures service uptime given controlling SW failure

Quality of Service (QoS)

- Configurable IP TOS bits for setting any desired IP class of service
- DiffServ Code Point (DSCP)
- Configurable IP media packets prioritize through assigned precedence

PC & web Video Access add-on (SCOPIA Desktop Lite)

- Enables Bidirectional video interactivity from any desktop PC
- Seamless traversal of FW/NAT between client and IVP.
- Bitrate adaptation based on available bandwidth and the machine CPU.
- Integrated as frame within any web-page
- Customizable UI
- No limitation on number of downloads
- H.264 / H.263 (both CIF and QCIF)

Management

- Web-based monitoring, administration, configuration and alarm handling
- SNMP supports

Ordering information:

- **Part number:** 54890-00005, IVP controller Software only to be installed on customer-provided server
- To get IVP software and Linux OS pre-installed by RADVISION and shipped to you ready to use on "IVP Appliance Engine" please specify PN=55890-00023 additional to the actual IVP software
- To get IVP software and Linux OS pre-installed by RADVISION and shipped to you ready to use on AS-20 / L - cPCI board to be used within SCOPIA chassis. please specify PN=55585-00601 additional to the actual IVP software.

Comments:

- These options equally apply for the IVP redundancy software and the MSP software component.
- Additionally to IVP software itself and MSP you can specify in your order any combination of the IVP software applications offered by RADVISION in case you wish to get any of these applications pre-loaded and shipped to you on the "IVP appliance engine" or AS-20 respectively.

About RADVISION

RADVISION (NASDAQ: RVSN) is the industry's leading provider of market-proven products and technologies for unified visual communications over IP and 3G networks. With its complete set of standards-based video networking infrastructure and developer toolkits for voice, video, data and wireless communications, RADVISION is driving the unified communications evolution by combining the power of video, voice, data and wireless - for high definition video conferencing systems, innovative converged mobile services, and highly scalable video-enabled desktop platforms on IP, 3G and emerging next-generation IMS networks. For more information about RADVISION, visit www.radvision.com

USA/ Americas
T +1 201 689 6300
F +1 201 689 6301
infoUSA@radvision.com

APAC
T +852 3472 4388
F +852 2801 4071
infoAPAC@radvision.com

EMEA
T +44 (0) 20 8757 8817
F +44 (0) 20 8757 8818
infoUK@radvision.com