



Contact:

**Karen Gurwitz**  
VP, Corporate Marketing  
STARBAK COMMUNICATIONS  
Tel: 781.736.1205  
[kgurwitz@starbak.com](mailto:kgurwitz@starbak.com)

**Peter Benedict**  
Dir, Media Relations  
RADVISION  
201-689-6311  
[pbenedict@radvision.com](mailto:pbenedict@radvision.com)

**June Filingeri**  
IR for RADVISION  
COMM-PARTNERS LLC  
203-972-0186  
[junefil@optonline.net](mailto:junefil@optonline.net)

## **RADVISION and STARBAK Interoperability Results in Multi-Platform Video, Audio and Data Conferencing for End Users**

*Users Can Leverage Common Media Players and a Telephone to Participate in High-End Multimedia Conferences*

**Waltham, MA & Glen Rock, NJ – September 29, 2003 – STARBAK Communications, Inc.®**, the leader in integrated, end-to-end solutions that enable users to create, deliver, and manage rich media content, and **RADVISION (Nasdaq:RVSN)**, the source of award-winning, industry standards solutions for real time voice and video communication, today announced that the two companies have signed a co-marketing agreement and have achieved interoperability of their two network infrastructure solutions; the RADVISION *via IP™* and INVISION™ conferencing platforms and the STARBAK® Torrent® VCG Videoconferencing Gateway.

This solution enables enterprises and service providers to deliver a “zero cost end point” with which to participate in a videoconferencing session. Requiring only a telephone connection (with which to participate in the voice conference), Internet access, and a commonly available media player (to view the video or data conferencing portion of the session), such as Windows® Media Player™, RealOne®, and Apple® QuickTime™, end users can fully participate in a multimedia video/data conferencing session from their desktop or a remote location. Additionally, the STARBAK device can record the full videoconference for archiving and playback at any time, using one of the above-mentioned media players.

“The continued emergence of IP communications applications, endpoints, and technologies dictate that infrastructure solutions be standards-based and interoperable,” said Roopam Jain, Strategic Analyst at Frost and Sullivan, a leading analyst consulting group covering the IP communications industry. “The ability to deliver an integrated solution such as the RADVISION/STARBAK proposition is a perfect illustration of the importance of standards-based product development, enabling the convergence of different communications solutions onto a single integrated, IP-based architecture with a unique value proposition.”

“One of the challenges building out a multimedia conferencing architecture is the high cost of the video end point and the administrative challenge of installing and managing end points,” said Gadi Tamari, CEO of RADVISION. “With the STARBAK solution and its tight interworking with RADVISION’s award-winning conferencing platforms, enterprises and service providers can now roll out an enterprise-wide communications architecture that delivers multimedia conferencing to the desktop without having to purchase and install expensive or complicated end points – all they need is a telephone, network access, and a pre-installed media player.”

-more-

“For the widespread deployment of multimedia communications to come to fruition, industry leaders need to work together to ensure comprehensive interoperability on both a functional and relationship level,” said Gregory Casale, STARBAK’s President and CEO. “We are pleased to work with RADVISION to offer their customers this low-cost solution to leverage their existing communications equipment. In addition, they now have access to their content 24/7 through the archiving and streaming capabilities of STARBAK.

#### **About STARBAK’s Torrent® VCG**

STARBAK’s Torrent® VCG streams, records, and archives any H.323 videoconference over IP network, for real-time viewing and on-demand playback. Designed to capture and create content, the Torrent® VCG simultaneously records and stores live H.323 conferencing sessions. The VCG supports up to 600 hours of conferences, and includes interactive chat, slideshow presentation, and on-demand playback in multiple formats, including Windows® Media Player™, and Apple® QuickTime™, and RealPlayer™. It fits seamlessly into existing infrastructures of enterprises, universities, government and medical organizations, allowing for immediate return on investment of costly communications and delivery networks. The VCG powered the world’s largest videoconference event, the Internet 2 Megaconference, from a single device.

#### **About RADVISION Conferencing Solutions**

RADVISION offers one of the broadest and most complete set of video, voice, and data conferencing network solutions for IP and ISDN-based networks, supporting the majority of end points in the market today. The RADVISION solution features powerful multipoint conferencing units (MCUs), scalable H.323, SIP, 3G and ISDN gateways and gatekeepers, and easy-to-use management and scheduling tools for the IT manager and end user. RADVISION also provides businesses and service providers with integrated solutions that deliver converged IP-based video telephony applications to employee computer desktops and residential broadband homes worldwide.

#### **About STARBAK Communications, Inc.®**

STARBAK Communications, Inc.® is the only company focused on providing end-to-end solutions to enable customers to create, manage, and deliver rich media applications over IP. The company is recognized as the first to implement high-performance Windows Media® and RTSP streaming and cache proxy engines running under various UNIX operating systems including Linux. STARBAK’s Torrent® family of products includes gateways, streaming servers, edge delivery devices, management systems and enabling technology. Founded in January 2000, the company is headquartered in Massachusetts. STARBAK is a privately funded company, with investors including Venrock Associates, Atlas Venture, and Carlyle Venture Partners. To learn more about the company, please visit the website at: [www.starbak.com](http://www.starbak.com).

#### **About RADVISION**

RADVISION LTD. (Nasdaq: RVSN) is the industry’s leading provider of high quality, scalable and easy-to-use products and technologies for videoconferencing, video telephony, and the development of converged voice, video and data over IP and 3G networks. For more information please visit our website at [www.radvision.com](http://www.radvision.com).

STARBAK Communications, Inc.®, STARBAK® and Torrent® are registered trademarks of STARBAK Communications, Inc. Other product or service names mentioned herein are the trademarks of their respective owners. RADVISION is a registered trademark of RADVISION, Ltd. *viaIP* and *INVISION* are trademarks of RADVISION, Ltd.

###