

Madge Video Networking

RELIABLE, SCALABLE SWITCHING SOLUTIONS
FOR VIDEO NETWORKS



Madge Networks is a leading, worldwide supplier of end-to-end switched networking solutions for large enterprises, with a special focus on networks that will be able to support integrated data, voice, and video. The company, an originator of ATM, Ethernet, ISDN, and Token Ring technology, offers a range of products from desktop connections through LAN and WAN switches, and enterprise network management software. Madge is recognized for its customer support without limits, technology excellence, and end-to-end networking expertise, and serves its multinational customer base in more than 20 countries worldwide, from five major business centers located in Hong Kong, London, San Jose, Tel Aviv, and Tokyo.



Madge Video

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N TODAY'S FAST-PACED WORLD OF GLOBAL COMMERCE, FLAWLESS COMMUNICATION IS CRITICAL TO SUCCESS. IT MEANS IMPROVED EFFICIENCY, SPEEDIER TIME TO MARKET, AND REDUCED COSTS. TO OPERATE AT PEAK PERFORMANCE, COMMUNICATION MUST BE INTERACTIVE—BOTH VISUALLY AND VERBALLY—AND IT MUST BE DELIVERED QUICKLY AND COST-EFFECTIVELY.

Grow Your Video Network to Global Proportions

As desktop video applications, room-based video systems, and video-phones continue their rapid deployment within corporations around the world, videoconferencing is emerging as the industry standard for day-to-day business communications. Business leaders are challenged with keeping pace with this growth and making the right choices for reliable, scalable networking platforms.

The Madge Networks family of video networking solutions offers a comprehensive suite of products that lets you reliably scale up and effectively manage the scope and size of your video network to global proportions. Corporate video networks start with simple room-based, point-to-point videoconferencing. Quickly they move to multipoint videoconferencing, then to desktop integration, and finally to large-scale integration of data and voice services into the enterprise network infrastructure. At such high levels of integration, your user base will expect reliability and high Quality of Service from your video network. Madge's complete video networking solutions offer you exactly what you need to successfully implement a cost-effective and efficient video network.

Networking

Get the best of both worlds. Raise productivity while lowering costs using Madge video networks for multisite customer meetings, or internal brainstorming and problem-solving. Interactive conferences greatly improve your communication—giving you the ability to “show and tell” using application sharing and whiteboarding.

Take Advantage of the Perfect Video Network

MadgeOne

**EFFECTIVE INTEGRATION
OF VOICE, VIDEO,
AND DATA**

Madge's suite of video networking solutions is an integral part of the MadgeOne multiservice network architecture—which expertly blends voice, video, and data communications.

When you invest in videoconferencing as a business communications tool—besides needing the best video network solutions available—you need a solid network architecture that will grow right along with your business. The MadgeOne™ architecture for multiservice networking provides the necessary infrastructure for the integrated delivery of video, voice, and data. By leveraging the capabilities of ATM, MadgeOne guarantees Quality of Service for your video networks and ensures a cost-effective migration that protects the investment you've already made—while paving the way for future growth.

A COMPLETELY INTEGRATED SOLUTION

To build an integrated video network that offers true scalability and reliability—at an affordable price—you must include the following elements:

- A switch-based infrastructure with WAN access
- Global video dialing plans for universal availability
- Inverse multiplexing for higher conference speeds and better Quality of Service
- Multipoint videoconference capability for multiparty conferences
- A reservation system for managing videoconference resources
- Gateways for end-to-end LAN, WAN, and ATM backbone network connectivity
- Comprehensive, remote network management for easy troubleshooting

Improve



**VIDEO NETWORKING
SOLUTIONS YOU
CAN RELY ON**

Madge has designed and implemented many of the world's largest and most complex video networks where videoconferencing has become a mission-critical application.

investment by allowing easy system reconfiguration, expansion, and upgrade.

Madge's wide range of video networking products are priced to give you the flexibility you need to meet changing needs throughout your business. Starting with the lowest price entry-level video networking products and spanning to the most robust global solutions, Madge's premier video solutions allow you to scale your video network according to your business objectives now and into the twenty-first century.

EXPAND RELIABLY

Video networks are rapidly expanding to accommodate the ongoing growth of videoconferencing. As these networks grow throughout organizations—from desktop to desktop—they are being used for applications critical to your continued business success. From product design and manufacturing to training, loan reviews, and board meetings, video networks are making a substantial difference in the way the global business world communicates. Video networks are also greatly influencing communication in such vital areas as medical and financial consultation.

Because Madge's video networking solutions are based on the MadgeOne switched architecture—which was designed by some of the best engineers in the industry—they are reliable as well as scalable and robust. Madge video products have several levels of redundancy built into them to prevent single points of failure on the network. So you can expand your infrastructure as needed and deploy video networking in more mission-critical areas.

As your video network grows, Madge's hardware expandability and network inter-

face versatility—combined with powerful call handling and switching software—let you create a global dialing plan. Similar to telephone networks, video dialing plans let you easily add new videoconference users to the network, making them immediately reachable by anyone else in the corporation with video capability.

INTEROPERABILITY GUARANTEED

Video networking products from Madge are standards-based, so you have plenty of options in using videoconferencing room systems and desktop units from multiple vendors and accessing a variety of network services worldwide. In fact, Madge video networking products support more than 40 of the most popular protocols around the globe, giving you plenty of choices—both in communications equipment and carriers.

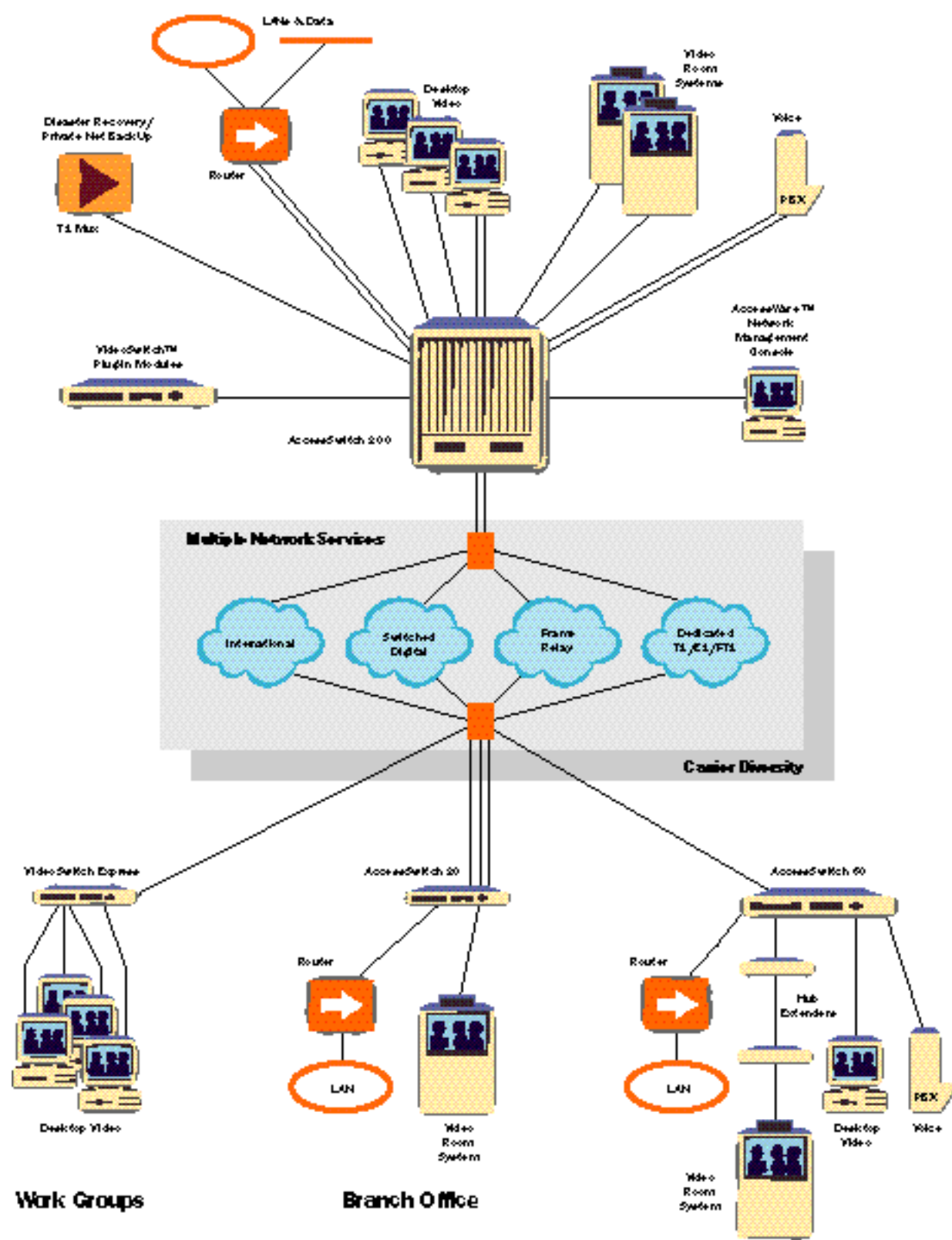
REDUCE OPERATING COSTS

Madge's video networking switch products efficiently concentrate multiservice traffic while simultaneously choosing the most economical access line for that traffic—saving your company money on a minute-by-minute, call-by-call basis. Plus, using Madge's integrated multipoint capability, you maximize your savings by no longer having to pay the heavy costs associated with using a separate MCU or outside service bureau for multipoint videoconferencing.

Not everyone on your video network will be power users of desktop videoconferencing. Some will still need to use room system facilities occasionally. By using a reservation system that tracks rooms, equipment, and people, videoconferences can be set up efficiently, quickly, and easily.

Efficiency

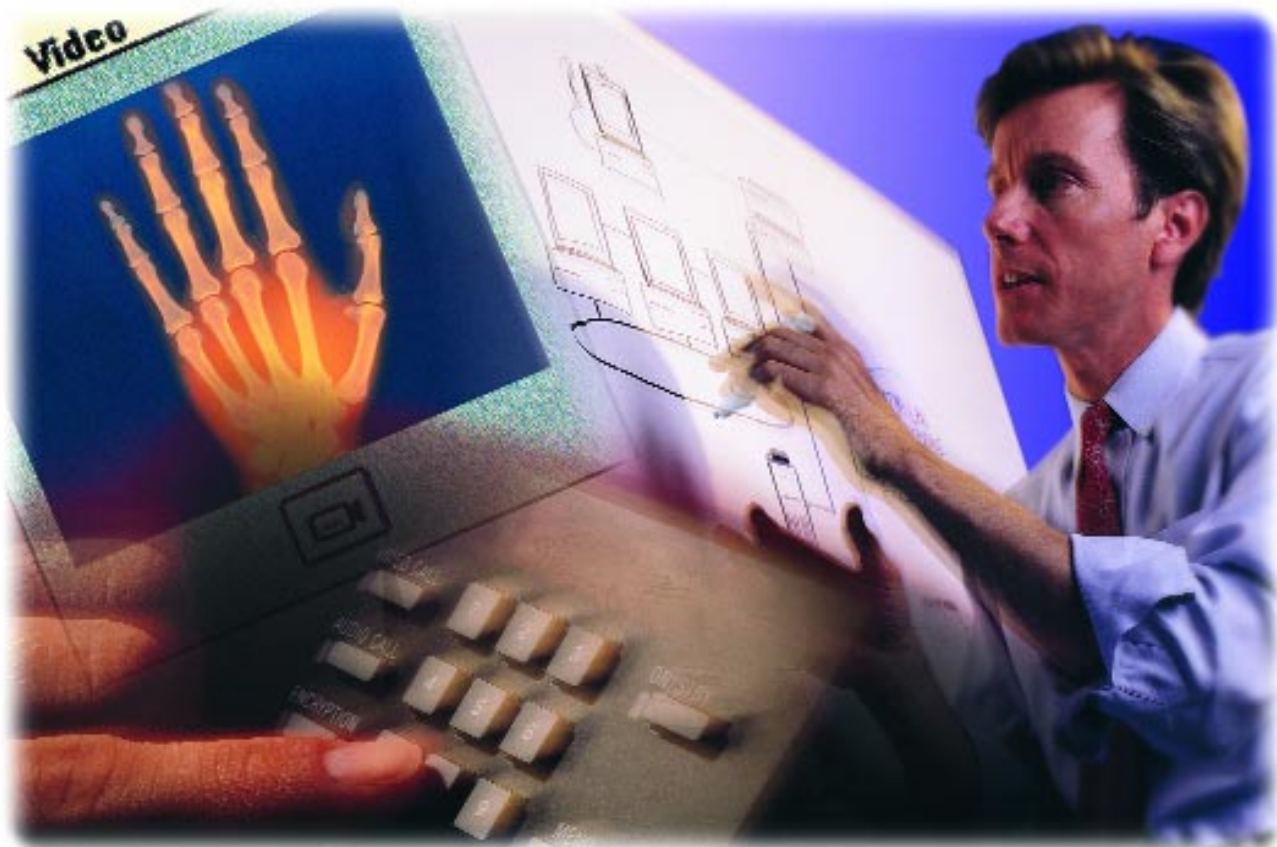
Corporate Headquarters



Work Groups

Branch Office

Regional Headquarters



**INCREASE YOUR SAVINGS
IMMEDIATELY**

By automatically selecting the most economical access lines available, Madge's video networking switch products streamline routing of network traffic—thereby instantly lowering your operation costs.

The Madge AccessSwitch™ video networking products combine all of these elements to offer you an integrated business solution for global communications. Madge video network switches manage connectivity to public or private, switched or dedicated WAN services around the world. Global dialing plans let you easily add new users to the video network. Inverse multiplexing is essential for the higher conference speeds required for the high Quality of Service necessary for videoconferences. Madge's multipoint capability with conference controls allows three or more sites worldwide to participate in a multiparty videoconference. Using the AccessSwitch's video reservation system, you can schedule, start, and stop multipoint videoconferences using predefined databases of people, equipment, and rooms.

Madge's video network gateways are an integral part of the MadgeOne network

architecture—giving LAN users access to wide area services by making the necessary speed and data conversions for the two dissimilar media. As an important component of MadgeOne, the Madge WAN AccessSwitch will be able to aggregate data, voice, and video traffic from the ATM LAN and send it over the wide area using the most appropriate medium, including ISDN, the public telephone network, frame relay, and the Internet. Finally, Madge's remote network management capability will let you easily view, monitor, and control your video network resources.

MODULAR AND AFFORDABLE

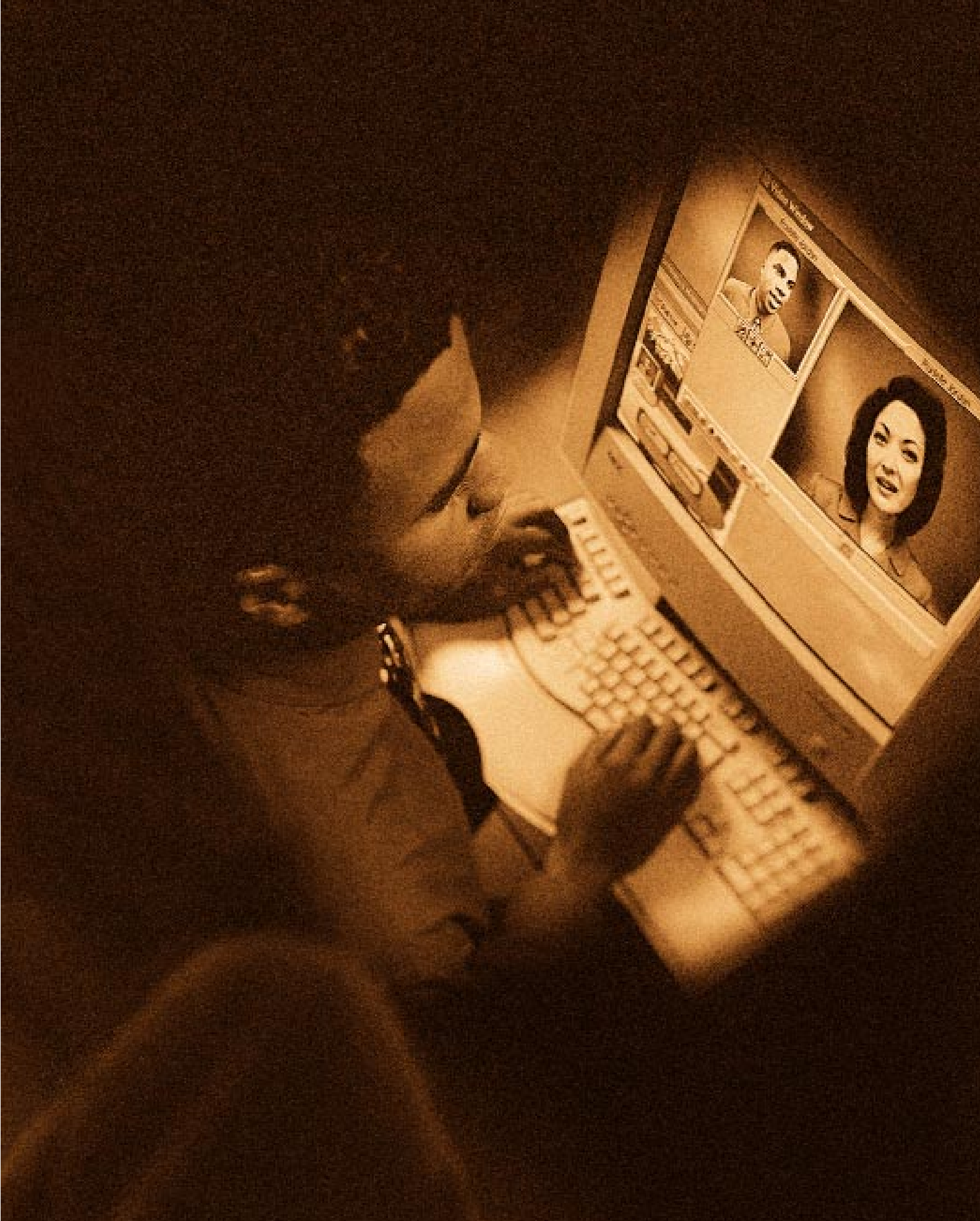
The Madge AccessSwitch suite of video networking solutions addresses all your video network needs. Designed to be completely modular, Madge's video products help you evolve your network without sacrificing your existing

Profitability

RECOGNIZED AROUND THE WORLD AS A LEADER IN NETWORK TECHNOLOGY, MADGE NETWORKS PROVIDES OUR GLOBAL CUSTOMER BASE WITH COST-EFFECTIVE NETWORKING SOLUTIONS THAT ADDRESS ALL THEIR NETWORKING NEEDS. AS VIDEOCONFERENCING CONTINUES TO REVOLUTIONIZE THE WAY THE BUSINESS WORLD COMMUNICATES—WHETHER IT'S AROUND THE GLOBE OR AROUND THE CORNER—MADGE WILL BE AT THE FOREFRONT.

Extend Your Reach with Madge Video Networking

By using Madge's video networking solutions to reach your business goals, you win on several fronts. Because Madge video networking solutions are a key component of MadgeOne, you can achieve major savings by integrating your video, telephony, and data networks into one multiservice network. In addition, you gain a clear, competitive advantage with video networking by enhancing every aspect of your business—from reducing travel costs, to improving productivity, customer service, and time to market. Only Madge delivers a complete range of video networking solutions that help you get the most from your network today while expertly positioning you for the technology of tomorrow. And as the world of networking progresses—offering you more opportunities for success than ever before—Madge will continue to dedicate its technology expertise and customer resources to delivering the products you need to grow and thrive well into the next century.



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