

Zycko and LifeSize Join Forces in Europe

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Leading European technology distributor to offer high definition video communications products

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Zycko, the value added distributor of best-in-class convergent storage and IP solutions, has joined forces with LifeSize Communications, the global leader in high definition video communications, to provide their VAR community with HD video communication systems.

Executive Vice President, Worldwide Sales and Services for LifeSize, Adam Taylor said: "Zycko brings the expertise and the infrastructure necessary for LifeSize to grow our channel partner base in Europe.

"Zycko has built an impressive and capable VAR community that is eager to provide high definition video solutions to the fast-moving, forward-looking European market. We are looking forward to working with Zycko to bring our exciting technology to new customers."

LifeSize's all-HD video product portfolio is now the industry's broadest and most affordable high definition product line, ranging from simple point-to-point video systems to highly customised, multi-display, multi-HD camera video systems. LifeSize products provide superior quality of experience, unique flexibility and unmatched price performance.

Zycko Group Sales Director, David Galton-Fenzi said: "In the current economic climate, interest in video has never been greater and LifeSize is the perfect partner. With innovative products like the powerful LifeSize Room 200 and the affordable LifeSize Express, Zycko can now offer our customers the absolute best price performance solutions available."

LifeSize EMEA Sales Director, Andreas Wienold said: "LifeSize is committed to growing its channel of value added distributors and our partnership with Zycko is the next stage in the evolution of this plan.

"Zycko has a strong reputation within the channel and is recognised by its resellers for the value it adds. Together with Zycko, LifeSize will ensure our partners receive the technical and commercial support they need."

-ENDS-

About LifeSize Communications

LifeSize is the first company to develop and deliver high definition video communications products. Founded in 2003 by industry veterans, LifeSize's award-winning solutions combine exceptional quality, user simplicity and administrator manageability to make video communications a productive, true-to-life experience. LifeSize is headquartered in Austin, Tex., with subsidiaries in Europe and Asia Pacific, and

a network of channel partners in more than 30 countries.

About Zycko

Zycko is a value-add distributor of best-in-class convergent IT infrastructure solutions through a channel of resellers, systems integrators and service providers.

Zycko is privately held and has been profitable since inception in 2000, when the company's original charter was to market data networking accessories to resellers as a wholesale distributor. Zycko now employs 250 staff, serving over 3,000 resellers around the world from twelve offices on four continents. The company enjoys an annual turnover of more than \$180m.

Zycko's provision of best-in-class IT products and logistics management is supported by true value-add professional services - such as pre-sales expertise, technical support, custom configuration, an industry leading accredited training program, and marketing support. These vital services and support enable our customers to quickly deliver profits and invest in new market opportunities, allowing them to differentiate in a crowded market. Zycko is the channel partner of choice.

Zycko's strategic partner base includes world-class companies such as Avago, Asigra, Edgewater, Epicenter, Exagrid, Force10, Hitachi Data Systems, Intransa, Isilon, LSI, OnStor, Lifesize, Powerdsine, Riverbed, USystems, Zeus, Virtual Iron and LifeSize.

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