

# Lifesize appoints Nuvias as pan-European Distributor for Cloud-Based Conferencing Technology

Submitted by: Nuvias

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Lifesize and Nuvias to Connect Customers with Video Collaboration Solutions

London, UK: 17/10/17: 10.00 BST - Nuvias (<https://www.nuvias.com/>) announced today that it will begin distributing Lifesize's (<http://www.siphonnetworks.com/partnerships-vendor-partners.php>) award-winning, cloud-based audio, web and video conferencing technology across EMEA. Lifesize offers the industry's only integration of plug-and-play HD camera systems (<https://www.lifesize.com/en/video-conferencing-cameras>) and HD phones (<https://www.lifesize.com/en/video-conferencing-phone>), plus an easy-to-use cloud-based collaboration (<https://www.lifesize.com/en/video-conferencing-app>) application.

High-value EMEA distributor Nuvias (incorporating SIPHON Networks, Zycko and Wick Hill) is integrating Lifesize into its recently-formed Unified Communications Practice, which offers service providers and resellers the best end-to-end Unified Communications (UC) solutions, based on market-leading disruptive technologies.

"We are delighted to have Nuvias extend its presence in our growing partner network to expand the availability of Lifesize across EMEA," said Tom Cameron, Chief Revenue Officer at Lifesize. "Nuvias opens up exciting new opportunities for Lifesize technology. We have had an ongoing relationship with Zycko (now part of Nuvias) for almost a decade, and we are confident that Nuvias will continue to deliver the same high-quality service and support to channel partners, as well as extend our coverage significantly across EMEA. We are committed to providing Nuvias with a full and comprehensive channel programme that supports these efforts and contributes to their ultimate success."

Steve Harris, EVP Unified Communications for Nuvias, said: "Lifesize is a market leader with a history of innovation and disruption and was the first company to adopt an integrated, cloud-based approach to deliver intuitive collaboration services with a unique combination of hardware and software. Lifesize is a key component in our portfolio of leading UC solutions, which is designed to harness the opportunities for channel partners in this rapidly growing and fast-moving market for video conferencing.

"Video conferencing is changing and so is distribution, with our partners increasingly wanting a new service-oriented approach, with recurring revenue streams. Our experience, technical skills and knowledge ensure we are well-placed to meet these changing needs, and we look forward to working with Lifesize to develop and service this expanding market across EMEA."

For more than a decade, Lifesize has been at the forefront of video collaboration delivering high-quality technology designed to bring people together. Lifesize is focused on developing market-leading products that deliver easy-to-use and scalable audio, web and video conferencing. Lifesize combines an integrated, best-in-class, cloud-based conferencing experience, with award-winning, easy-to-use HD camera systems and HD phones so that people can connect to anyone, anywhere.

## About Nuvias Group

Nuvias (<https://www.nuvias.com/>) Group is the pan-EMEA, high value distribution business, which is redefining international, specialist distribution in IT. The company has created a platform to deliver a consistent, high value, service-led and solution-rich proposition across EMEA. This allows partner and vendor communities to provide exceptional business support to customers and enables new standards of channel success.

The Group's portfolio covers a comprehensive range of IT solutions, with the focus currently on three areas - Cyber Security (based on the former Wick Hill (<https://www.wickhill.com/>)); Advanced Networking (based on the former Zycko (<http://www.zycko.com/>)) and Unified Communications (based on the former SIPHON (<http://www.siphonnetworks.com/>)). In July 2017, Nuvias added Benelux value added distributor and security specialist DCB (<https://www.dcb.eu/nl>) to the Group. All four award-winning companies had previously demonstrated their ability to provide innovative technology solutions from world-class vendors, and deliver market growth for vendor partners and customers. Nuvias Group has 21 regional offices across EMEA, as well as serving additional countries through those offices. Turnover is in excess of US\$ 350 million.

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