

FOR IMMEDIATE RELEASE

**IMTC EXAMINES UNIFIED COMMUNICATIONS BY INDUSTRY,
REVIEWS EARLY TEST CASES AT FALL FORUM**

**“Technology Meets Customer Needs –
Unified Communications Supporting Business”**

SAN RAMON, Calif. – Oct. 7, 2008 – Worldwide telecommunications leaders will explore unified communications solutions for unique vertical industry needs at the International Multimedia Telecommunications Consortium (IMTC) 2008 Fall Forum Nov. 12-13 in San Francisco. The IMTC forum, “Technology Meets Customer Needs – Unified Communications Supporting Business,” will also review unified communications deployments and technologies. The forum is open to non-members as well as IMTC members.

IMTC members form an expert community that defines and leads the multimedia telecommunications industry, which naturally includes unified communications. Unified communications provides a method to coordinate multiple communication channels including voice, email, audio and Web conferencing, videoconferencing, voice mail, instant messaging and presence.

Keynote speaker Joe Burton, Cisco's vice president and chief technology officer for Unified Communications, will open the forum Nov. 12. “Unified communications and collaboration are dramatically transforming the way businesses operate today. Openness and interoperability are key to realizing the benefits of unified communications, and IMTC has been a leader in enabling this,” Burton said. Burton is responsible for technology strategy and advanced research for Unified Communications at Cisco.

In addition to presentations on healthcare and financial industry needs, the opening day’s forum sessions include both business and technical panels like “Enterprise Communication – No Longer Standard?” “Telepresence and Future of Videoconferencing” and “Enterprise and Social Networks – Boundaries and Opportunities.”

Keynote speaker Håkon Dahle, chief technology officer for TANDBERG, will kick off the second day of the forum, which will focus on technology updates and more technical presentations. “While more audio and video compression technologies become available to unified communications systems manufacturers, when the complexity of infrastructure products to accommodate the newly generated requirements of telepresence conferencing increases, the interoperability testing facilitator role of IMTC remains essential,” Dahle said.

Technical presentations and technology updates on the second day include a panel on “Audio and Video Compression, the Final Frontier” and presentations on advanced

multimedia systems going beyond today's second generation systems, along with updates on H.264, Scalable Video Coding, AAC-ELD, G.719 and more.

IMTC presents two significant awards on the second day. The annual Leadership Award will honor Dr. Gary Sullivan of Microsoft for his contributions to video coding and its standardization. The results of Sullivan's research and his contributions are integral parts of today's modern video standards such as H.263 and H.264. Sullivan is the rapporteur of the ITU-T Video Coding Experts Group (VCEG), a co-chairman of the ISO/IEC Moving Picture Experts Group (MPEG), a co-chairman of the Joint Video Team (JVT) and a video architect in the Core Media Processing Team in the Windows Digital Media division of Microsoft.

The second award will honor a group of pioneers who lead the development of the ITU-T H.323 standard, which powers the majority of real-time video communications today. Martin Euchner, Glen Freundlich, Paul Jones, Markku Korpi, Dr. Vineet Kumar, Mike Nilsson, Dr. Jörg Ott, Mark Reid, Sasha Ruditsky, Dale Skran, Gary Thom, Jim Toga, and the VocalTec team will be recognized for their pioneering contributions.

The companies participating in the forum's sessions will include Cisco, Fraunhofer IIS, Jabber, LifeSize Communications, Microsoft, Nokia, Oracle, Polycom, RADVISION, Rhythm NewMedia, South Korea Telecom, TANDBERG, Telanetix, Texas Instruments, Vidyo, Ximpo and Zoho.

Fall Forum is scheduled during the same week and adjacent to VoiceCon to complement attendees' travel plans.

For information or to register for Fall Forum, visit www.imtc.org. Early-bird registration for non-members is \$295; registration is \$395 after Oct. 12.

About the International Multimedia Telecommunications Consortium (IMTC)

The IMTC is an industry-leading, non-profit organization whose mission is to promote and facilitate the development and use of interoperable, real-time, multimedia telecommunication products and services based on open international standards. Hosting interoperability testing events and demonstrations throughout the world, including SIP, IMS, 3G-324M, 3GPP-PSS, H.323, and other Voice over IP technologies, the consortium offers membership to any interested party, including vendors of audio, document, and video conferencing hardware and software; academic institutions; government agencies; and non-profit organizations. The IMTC is based in San Ramon, Calif. *The IMTC is making Rich Media happen Anywhere, Anytime.* Additional information is available at <http://www.imtc.org> and in the IMTC blog at <http://imtcblog.blogspot.com/>

###

Media Contact:
Alisa Hicks

Global Inventures for IMTC
775-720-5071
ahicks@inventures.com