



Contact:

Mary McEvoy Carroll
Sand Hill Communications for Tely Labs
mary@sandhillcomms.com
+ 1 (408) 691-4283

**Wainhouse Research Report Shows Tely Labs Takes 14% of
North American Videoconferencing Market**

Affordable, Standards-Based Systems Fuel Company's Growth in Sales & Channels

REDWOOD CITY, CALIF. - September 25, 2013 – Videoconferencing innovator [Tely Labs](#) has rocketed to a 14.6% share of the North American videoconferencing market, according to the SpotCheck Group Video Conferencing Q2-2013 report by [Wainhouse Research](#). Remarkably, Tely Labs accounted for over half of the segment's quarter-on-quarter unit sales growth.

"Tely Labs has made a dramatic entrance to the video conferencing market," said Andrew W. Davis, Sr. Analyst and co-founder at Wainhouse Research. "The telyHD Pro represents a new class of 'value-focused' systems. At \$649 MSRP per room, telyHD Pro costs far less to buy than traditional room video conferencing systems, yet provides good quality and features as well as the all-important interoperability with existing standards-based systems. Interoperability is key to any system's rapid adoption. The telyHD Pro will be of major interest to customers looking to video-enable their small and medium-sized conference rooms cost effectively."

Unparalleled ease-of-use as well as affordability has helped Tely Labs' rapid growth by attracting new videoconferencing users such as One World Direct, a logistics firm that has grown to four locations in the past two years. One World Direct found telyHD Pro's simple, cloud-based service was the best way to enable multi-point video calls and content sharing to keep its growing workforce in close contact. "Stable connections, clear picture quality, and extreme ease of use combined with the very affordable price point make telyHD Pro a brilliant choice," said Bob Fulkerson, Director of Ecommerce at One World Direct.

Tely Labs' ongoing development of its channel partner program is also helping to strengthen its presence in the market, with the recent addition of leading videoconferencing and AV systems integrators such as IVCi, Solutionz and Haverford Systems. "The telyHD Pro is a great complement to the high-end room systems we've been selling for years," said IVCi president Charles Macli. "Now, we have a very cost-effective, SIP standard-based solution that our enterprise customers can outfit their secondary meeting rooms and remote offices with using their existing infrastructure. And if infrastructure is an issue, the telyHD Pro combined with IVCi's cloud based services allows for rapid deployment of video conferencing to more users than ever before, at an incredible value."

Since launching in January, 2012, Tely Labs has sold tens of thousands of its telyHD™ systems to SMB, enterprise and healthcare customers. The company's growth has been driven by the

system's combination of ease of use, functionality and its unique ability to interoperate with different communications protocols, including SIP, Skype and Blue Jeans Network, as well as its own telyCloud service, which allows users to realize 6-way videoconferencing and content sharing without the need for expensive infrastructure.

"Until now, the videoconferencing market has been deeply divided," said Tely Labs CEO Sreekanth Ravi. "Between the 5% of the world's corporate conference rooms that have great quality videoconferencing at high costs, and the millions of personal and mobile devices with limited functionality, there is a gap of some 20 million conference rooms without functional, room-based videoconferencing solutions. We are filling that gap."

More information about Tely Labs can be found at <http://www.tely.com>. Customer case studies including One World Direct are available at <http://www.tely.com/resources/#white-papers>.

About Tely Labs

Founded in 2010, Tely Labs is a pioneer in simple, secure and affordable video communication and collaboration systems that fundamentally change the way people communicate. Tely Labs is dedicated to bringing videoconferencing to every meeting room, remote office and healthcare facility – simply, securely and affordably. www.tely.com.