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Italy's FastWeb Offers the World's First TV-based Videocommunication Service with RADVISION Videoconferencing Infrastructure Solutions

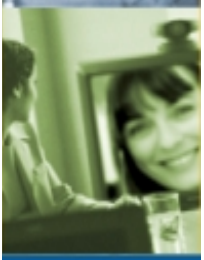
Highlights:

Client: FastWeb - Milan, Italy

Product: RADVISION videoconferencing infrastructure system to power the mass deployment of video telephony services throughout Italy. The bundle includes:
- RADVISION *via*IP 400 MCU
- RADVISION *via*IP 400 Gateways
- RADVISION *via*IP 400 ECS
- IP-based call control
- IP-based video switching matrix
- IP-based firewall proxy solution
- iView Network Management Server

Number of sites: As of year-end 2002, FastWeb provides the service to over 125,000 residential and business customers in Milan, Rome, Genoa, Turin, Naples and Bologna who have access to the FastWeb fiber-optic and ADSL network.

Application: The RADVISION end-to-end videoconferencing solution is enabling FastWeb to offer revenue-generating point-to-point and multipoint video telephony services to commercial and residential customers that match the ease-of-use, reliability and cost of traditional telephony services. This service complements FastWeb's existing integrated Internet access, VoIP telephony, cable television and video-on-demand offerings delivered over its fiber optic broadband network.



Why FastWeb Chose RADVISION:

FastWeb needed an infrastructure solution that would deliver carrier-class reliability and easily integrate with its existing IP backbone. RADVISION's strong track record of successful IP-based converged multimedia solution deployments and proven leadership in rich media meetings, videoconferencing, and groundbreaking voice over IP enabling technologies made it the natural choice for FastWeb's pioneering offering. In addition, because RADVISION solutions interwork with other protocols, such as ISDN, FastWeb customers can use the RADVISION-powered TV-based videocommunications service for industry-grade point-to-point and multiparty video telephony and videoconferencing sessions with any other user or session.

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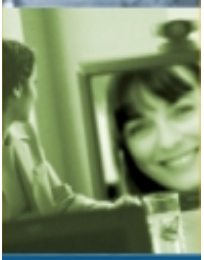
Introduction:

FastWeb is the first European service provider to provide business and residential subscribers with a completely integrated video telephony offering. It optimizes FastWeb's advanced fiber optic IP network for simultaneous use of the telephone, Internet and TV services. By adding video telephony applications to residential and business customers, FastWeb is able to gain and maintain a competitive edge in terms of technology and service in core markets throughout Europe.

The FastWeb network is a fully independent alternative to incumbent voice and video services. It is the first company in Europe to extend Internet connectivity to combine superior multimedia communications and voice communications. In addition, FastWeb is the first European service provider to offer video-on-demand service to residential customers. Other FastWeb services offered to enterprise customers include IP-based Virtual Private Networks and Business to Employee (B2E) offerings for work at home applications.

Continued price erosion and the increase in competition has made offering commodity local and long-distance phone service and Internet access less and less profitable. FastWeb recognized the high margin revenue potential and market differentiation made possible by innovative value added application services, such as video telephony. Research indicates that service providers migrating from simple bandwidth access and price per minute offerings, to more advanced rich media application services, can increase revenue potential some 500% -- from an average $300 per month to an average of $1,800 per month for a typical small business subscriber.



To deploy the visual communications network for the project, FastWeb engaged RADVISION's Italian reseller and partner, HS Digital—offering the full line of RADVISION industry leading products for real-time voice, video, and data communications over packet networks and videoconferencing. FastWeb installed RADVISION's out-of-box videoconferencing solutions, and deployed specialized customizations, including CDR billing modules, LADP integration, IVR-based registration services, DHCP-support for remote configuration and end-point integration. RADVISION engineers designed the initial system architecture and performed system and 3rd party endpoint device integration, as well as provided comprehensive training and support.

This end-to-end solution is enabling FastWeb to offer point-to-point and multipoint video telephony services that seamlessly integrate Internet access, VoIP telephony, cable television and video-on-demand services with the same ease-of-use, cost and reliability as traditional phone service,

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System Deployment:

RADVISION standards-based equipment was installed easily on FastWeb's existing IP infrastructure. At subscriber sites, the plug-&-play set up is extremely easy. All subscribers need is a standard television set, a touch-tone telephone, and a small FastWeb TVcam video camera adjacent to the television set. The TVcam connects easily to the FastWeb set-top box, which provides connectivity to the network and to video-on-demand services, and to the telephone/Internet jack and television set. To make a video call, users simply press the asterisk key on their telephone before dialing the destination number. The TVcam at the call destination rings, and when answered with a standard telephone, a conventional voice call commences. The person at the call destination can elect to accept the video call by pressing the asterisk key. Only then can the parties see each other on their television screens.

Challenge:

FastWeb faced several marketing and technological challenges in rolling out this new service. Because it was new, the market had to be educated to a certain degree as to its added value. In order to effectively communicate this, the technology had to be foolproof. In addition, a large-scale marketing campaign was launched, including television commercials, print advertisements, billboards and direct mail and marketing promotions.

To meet this challenge, FastWeb leveraged RADVISION's expertise at every point in system design, integration and rollout. The system seamlessly integrates into FastWeb's existing IP network infrastructure and interworks to offer fully-secured, industry-grade point-to-point and multiparty video telephony and videoconferencing sessions with other networks, regardless of the other endpoints' manufacturer or technology platform.

FastWeb recognized the critical features RADVISION offered, placing its service in a league of its own. These features, and other customized features managed via central administration, are helping FastWeb raise customer awareness and penetrate target markets.

* Centralized network management
* Scalable multiparty video call capability
* Easy-to-use dialing schemes
* No need for endpoint configuration

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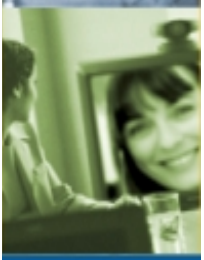
Results:

The rollout of the RADVISION-powered offering is beginning to bear fruit, with thousands subscribers enjoying the service within the first three months of the launch. Installation and operation are extremely simple; subscribers can easily do it themselves using familiar, standard devices and cables. The system offers carrier-grade voice transmission, and sharp video images, with no interference, and easily operated with an ordinary telephone set. FastWeb subscribers are enjoying high quality digital interactive video contact and advanced real-time capabilities, free from the limitations of inadequate bandwidth. Apart from opening up new opportunities for person-to-person communication, video telephony is being used for a wide range of applications in the public sectors as well, such as audio/video links between remote government agencies, public institutions, schools and hospitals, for more efficient delivery of public services. Other applications soon to be piloted are enhanced distance learning, parent-teacher conferencing, telemedicine, telecommuting and tele-assistance for the elderly or disabled.

"Naturally when choosing a videoconferencing solution partner we looked for a vendor that shared our vision of converged multimedia delivery over IP," says Ruggero Gramatica, FastWeb's Chief Information Officer. "RADVISION, with its leadership in rich meetings, videoconferencing, and its pioneering work in voice over IP, was our natural choice and we look forward to growing with them as we continue to develop and offer additional value added services to our rapidly expanding customer base."

About RADVISION:

RADVISION (Nasdaq: RVSN) is the industry's leading provider of products and technologies for videoconferencing, video telephony, voice over IP, and collaborative communications solutions. RADVISION offers the broadest and most complete set of videoconferencing networking systems and next generation protocol toolkits and platforms on the market today, enabling enterprises, equipment vendors, and service providers to develop and deploy new converged networks, services and technologies. Today, hundreds of thousands of end-users around the world communicate over a wide variety of networks using products and solutions built around RADVISION's rich media communications platforms and/or software development solutions. These include RADVISION's award-winning videoconferencing infrastructure solutions such as its highly scalable IP/ISDN interworked gateways, feature-rich conferencing bridges, and advanced gatekeeper applications. RADVISION's enabling technologies for OEM systems include developer toolkits for SIP, MEGACO/H.248, MGCP, and H.323, 3G-324M wireless multimedia delivery, and the ProLab™ Test Management Suite. For more information please visit our website at www.radvision.com.



For more information about FastWeb, please visit www.fastweb.it or www,ebiscom.it.
For more information about HS Digital, please visit www.hsdigital.it.