

BCS Global and Iformata sign agreement to collaborate on the PSVN initiative to deliver B2B Video Communications

Toronto, Canada, April 20, 2010 - BCS Global Networks Limited (www.bcsglobal.com), a leading worldwide provider of managed videoconferencing, telepresence and visual collaboration services and Iformata Communications LLC (www.iformata.com), the leading innovator in telepresence management systems, today announced a strategic partnership to collaborate on the PSVN initiative to deliver B2B Video Communications to their customers.

This announcement by BCS Global and Iformata is a significant step forward, following the recent launch of the PSVN (Public Switched Video Network) initiative, a framework aimed at facilitating videoconferencing service providers and carriers to seamlessly inter-connect their B2B Video Exchanges to a Public Global B2B Video Network.

The new partnership will enable both the managed service providers to leverage their combined infrastructure and capabilities to develop a standard set of best practices, value added applications, and processes – all aimed at providing customers with the capability to meet face-to-face over video with enterprise quality, performance and reliability.

With a growing demand from their customers for inter-company B2B Video Communications, BCS Global and Iformata are now well-poised to deliver seamless inter-connectivity and deliver a broader set of B2B service capabilities on a global basis, by providing inter-operability through BCS Global's "Global Video Exchange" and Iformata's "Telepresence Exchange".

Following this partnership, BCS Global and Iformata are confident that more like-minded service providers in the marketplace who share the vision of establishing a Public Global B2B Video Network will join the PSVN initiative, which would enable the service providers to deliver inter-company B2B Video Communication capabilities and other value-added services to their customers, that would eventually increase their video adoption and maximize ROI.

Executive quotes:

"This partnership provides an opportunity for BCS Global and Iformata to build a 'true, global' B2B Video Network that is capable of providing scalable and flexible inter-company video communications capability to its customers. This also highlights the need for service providers to partner around forming a Public Global B2B Video Network – an ecosystem that would facilitate users to achieve easy, reliable and secure B2B Video Communications."

Dan Tanel,
CTO, [BCS Global](http://www.bcsglobal.com)

"This strategic partnership enables both BCS Global and Iformata to deliver global B2B telepresence and video conferencing capabilities for its customers. I am confident that with the combined competencies of both the companies, we can deliver an outstanding user experience to our customers that would benefit them immensely in terms of increasing usage adoption and broader B2B service capabilities."

Marshall Eubanks,
CTO, [Iformata](http://www.iformata.com)

"We are very excited to partner with Iformata. I am confident that this partnership will result in building an infrastructure that is capable of delivering a high-quality and easy-to-use B2B Video Communications to our mutual enterprise customers. With the addition of this capability, we're extending the power of video communications and collaboration to our customers beyond their enterprise, and this demonstrates our commitment as a managed service provider to deliver services that enhance customer value and complement existing video service offerings."

Clive Sawkins,
CEO, [BCS Global](http://www.bcsglobal.com)

"Today's announcement lays the groundwork for a strategic partnership that enables BCS Global and Iformata to provide a comprehensive B2B Video Communications solution to our customers. We are delighted to partner with BCS Global in building a Public Global B2B Video Network that enables our customers to take advantage of the inter-company video communication capabilities and help them maximize their ROI."

Scott Allen,
CEO, [Iformata](http://www.iformata.com)

About BCS Global Networks Limited

BCS Global Networks Limited is a leading worldwide provider of managed video conferencing, telepresence and visual collaboration services. The company owns a fully deployed Global Video Exchange, which enables users across the world to meet instantaneously regardless of their video system, network provider or type of connection. It offers a complete set of managed video services and a 24x7 global live video and audio help-desk support to its customers worldwide.

Headquartered in the UK, with offices in New York, Shanghai, Toronto and Hong Kong, BCS Global provides comprehensive managed video services to its customers across the globe in different industry verticals, as well as supports major carriers and their customers globally.

BCS Global's innovative video conferencing and telepresence solutions enable real-time, interactive video collaboration allowing participants to connect seamlessly from their desktops, home offices, boardrooms or telepresence suites. BCS Global delivers reliable, secure and exceptional quality visual collaboration services resulting in enhanced productivity, improved collaboration, reduced costs and quick ROI.

Visit www.bcsglobal.com for more information or call +1-647-722-8500.

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About Iformata Communications

Iformata Communications LLC is the leading innovator for telepresence management systems and VNOC tools and services for global enterprise firms, equipment manufacturers, and top-tier carriers and networks. With offices in Ohio, Virginia, Mumbai, Stavanger, and Bangalore, Iformata is the longest-serving provider of managed services and video network operations in the business. Through international peering relationships with major providers, and by integrating points-of-presence (POPs) in countries throughout North America, the UK, Europe, and Asia, Iformata's Telepresence ExchangeSM is a leading video communications network connecting global Fortune 500 firms within a highly managed architecture.

Visit www.iformata.com for more information or call +1-937-832-6900.

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