

# TANDBERG

## **TANDBERG Awarded 2008 Frost & Sullivan Global Market Leadership Award**

*Company Recognized for Leading Sales Growth in Video Conferencing Endpoints and Infrastructure Systems Market*

**NEW YORK AND OSLO, NORWAY, July 8, 2008** – TANDBERG® (OSLO: TAA. OL), a leading global provider of [telepresence](#), [high-definition video conferencing](#) and mobile video, has been awarded the 2008 Frost & Sullivan Market Leadership Award for achieving leadership positions in both the global video conferencing endpoints market and the global video conferencing infrastructure systems market in 2007.

The award was given to TANDBERG in recognition of its market share in the telepresence and video conferencing industry. In 2007, TANDBERG revenues reached \$630.5 million, growing almost 51 percent year-over-year. TANDBERG also increased its market share standing to become the number one provider of video conferencing endpoints and infrastructure products.

“TANDBERG has seen impressive top line growth in recent years due to the strength of its technology and sales execution,” said Krithi Rao, Industry Analyst at Frost & Sullivan. “TANDBERG’s customers are investing in TANDBERG technology due to its high-quality, ease-of-use and innovative features.”

According to Frost & Sullivan, TANDBERG has further strengthened its position in the market through its strategy of selling end-to-end solutions including endpoints, video bridges, and supporting infrastructure. The supporting infrastructure products, including TANDBERG Management Suite (TMS) and Video Communication Server (VCS), are also providing a path into other video conferencing vendors’ deployments.

Frost & Sullivan also noted that TANDBERG is improving interoperability with key vendors in the market to provide greater value for customers with multi-vendor environments. For example, TANDBERG expanded its existing partnership with Microsoft, delivering business-quality video interoperability with Microsoft Unified Communications Platform (Microsoft Office Communications Server 2007).

“With the increasing demand for video, the need for scalable infrastructure and open systems that fully interoperate with other communications technology is essential,” said Fredrik Halvorsen, TANDBERG CEO. “Our commitment to deliver quality video communications solutions which enhance an organization’s unified communications strategy has been a key driver of our growth.”

The Frost & Sullivan Award for Market Leadership is given to the company that has exhibited market share leadership through the implementation of market strategy. The recipient has displayed excellence in all areas of the market leadership process, including the identification of market challenges, drivers and restraints, as well as strategy development and methods of addressing these market dynamics. Furthermore, the award recipient has continually demonstrated solutions for monitoring market changes and for implementing superior market strategies. By utilizing these strategies for success, the company has established itself as the market share leader in its respective industry.

TANDBERG was most recently a recipient of the 2008 Frost & Sullivan Global Video Conferencing Company of the Year Award for its excellence in product innovation as well as market execution that accelerated the adoption of video conferencing.

### **About Frost & Sullivan**

Frost & Sullivan, the Growth Consulting Company, partners with clients to accelerate their growth. The company's Growth Partnership Services, Growth Consulting and Career Best Practices empower clients to create a growth focused culture that generates, evaluates and implements effective growth strategies. Frost & Sullivan employs over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 30 offices on six continents. For more information, visit <http://www.awards.frost.com>.

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## About TANDBERG

TANDBERG is a leading global provider of telepresence, high-definition video conferencing and mobile video products and services with dual headquarters in New York and Norway.

TANDBERG designs, develops and markets systems and software for video, voice and data. The company provides sales, support and value-added services in more than 90 countries worldwide.

TANDBERG is publicly traded on the Oslo Stock Exchange under the ticker TAA.OL. Please visit [www.tandberg.com](http://www.tandberg.com) for more information.

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