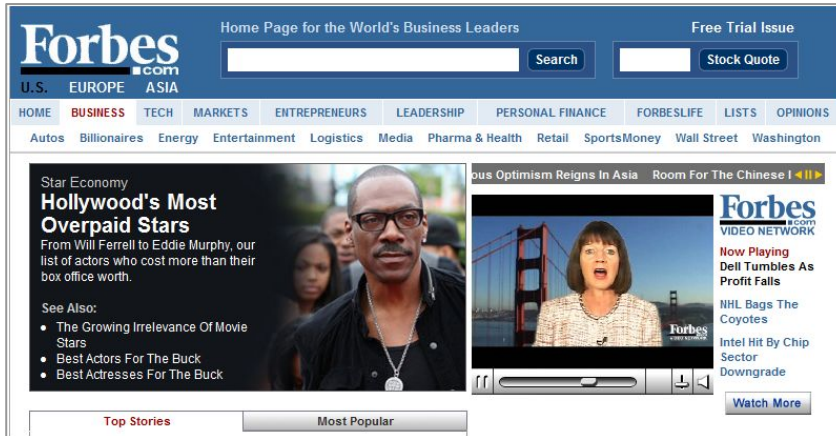


Forbes.com Case Study: Use of Video Communications Services provided by Glowpoint, Inc.

As traditional media enterprises try to meet the challenge of making their online divisions more robust with rich media and two-way interactive video communications, Glowpoint's Telepresence *interExchange* Network service (TEN) offers a flexible, cost-effective, high-quality solution that enables video content to be acquired remotely and broadcast on-line.



SUMMARY

Customer Name: Forbes

Industry: Media

Location: New York, NY

Challenge

- Provide remote, high-quality video content acquisition
- Establish on-demand content delivery for on-line news distribution

Glowpoint Solution

- Glowpoint's Service Cloud and Telepresence *interExchange* Network (TEN)

Business Results

- Ability to deliver editorial content that increases visitors and satisfies advertisers
- Flexibility and cost-effectiveness
- Scalability of service

THE CHALLENGE

Forbes.com required a highly flexible, cost-effective way to add high-quality video content, acquired from international locations, for distribution to its on-line audience. Daily, on-demand content acquisition was necessary, and the video quality had to be consistent with the Forbes renowned brand to meet the increasing expectations of site users and advertisers.

Though Forbes Magazine initially launched Forbes.com in 1996, the on-line site has more recently enhanced its service to provide daily, fresh, rich media content from major financial centers worldwide. According to Forbes CIO Mykolas Rambus: "Video is an ever-increasing part of our content portfolio."

THE SOLUTION

Forbes chose Glowpoint's TEN due to its global capacity, flexibility, ease of use, and competitive price point. "TEN's infrastructure is extremely easy to access and is highly adaptable, and it's all provided in a financially prudent structure," said Rambus.

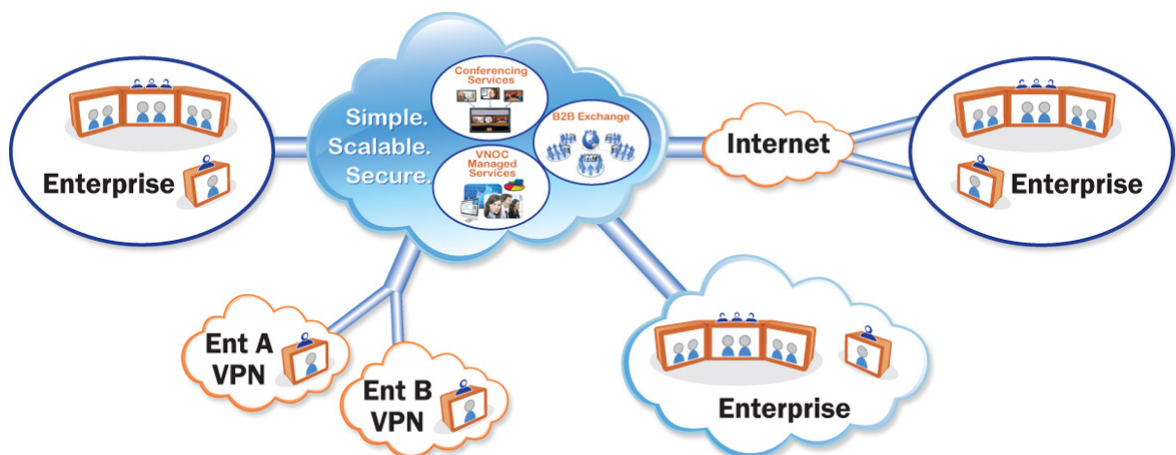


Illustration: Glowpoint's Service Cloud and Telepresence *interExchange* Network (TEN) provides a global video exchange community.

THE RESULT

Scalability of Service

"In terms of turning up service, it's been a breeze," said Forbes' Director of Studio Operations Parker Gowan, and he indicated that TEN's infrastructure allows for immediate scalability for Forbes.com's growth.

TEN is designed with an "in the cloud" infrastructure, reducing a client's need to heavily invest in purchasing and managing their own complete infrastructure. Rambus said, "We have an infrastructure that is highly available due to our relationship with Glowpoint, and we can rely on their team to maintain it, not ours."



Businesses Connected	650+
Endpoints Certified	28,741
# Monthly Conferences	4,200
Annual Conferences	50,000+
Connected Endpoints	6,200+
TP Rooms Supported	400+
Public Rooms Available	750+
B2B Calls YTD / Projected	30,000+

Illustration: Glowpoint's in-the-cloud approach offers a simple and scalable solution that is cost-effective for businesses, and it provides communities with the ability to interact seamlessly. Glowpoint's service platform currently supports thousands of video endpoints and immersive Telepresence rooms, benefitting hundreds of business customers throughout various industries.

Reliable Delivery of On-line Media Content

Each morning, Forbes reporters present economic news from London and Asia on forbes.com. Rambus trusts entry-level staffers to handle daily morning coverage from bureaus in London and Hong Kong, since Glowpoint video specialists initiate all calls to ensure customer satisfaction and remain available 24/7 for additional service. "We have a close relationship with Glowpoint's customer service team and feel comfortable relying on them day in and day out," said Rambus. Gowan added, "There is always someone available to keep our service up and running."

Flexible, Cost-Effective Service

Regarding content-delivery convenience, Rambus said: "The flexibility is built in. If we need to go longer to get the video package just right, we can easily do so, which would not be the case if we were using satellite uplinks and downlinks." Gowan said, "Glowpoint's cost is much more beneficial than the satellite route."

In addition, when Forbes reports from areas that do not have official Forbes bureaus, Glowpoint's TEN provides the necessary connectivity, since it allows for B2B calling capabilities from disparate networks and technologies.

Capability to Satisfy Customers, Advertisers, and Employees

According to Rambus: "The business benefits of Glowpoint's managed services and TEN for Forbes include less travel, the ability to see and hear peers across the globe, and the ability to create great editorial content that in turn increases visitors and satisfies advertisers."

In addition to enhancing the overall web property, members of Forbes' editorial department also conduct business via video, further extending the value proposition of their video investment. Such video conferences often involve business units in New York, Canada, and Asia.