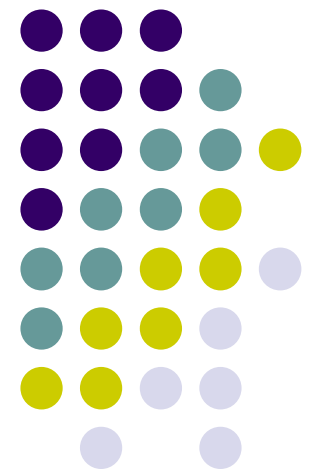
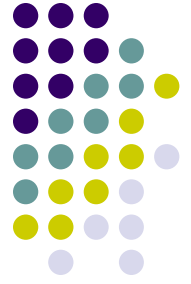


Thomas Fenady

**Activision
Interop 2008
Las Vegas**



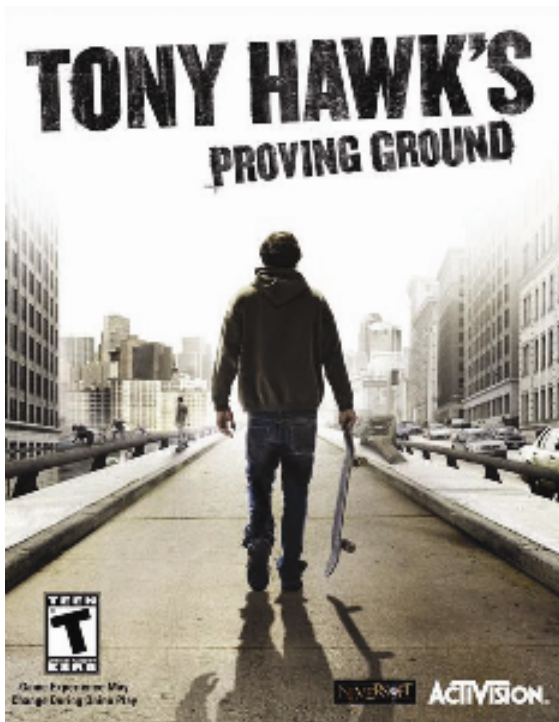
Who is Activision?



Activision, Inc. (NASDAQ: ATVI),
Santa Monica, California

Activision, Inc. is a leading worldwide developer, publisher and distributor of interactive entertainment and leisure products. Activision is the company behind such well-known video games as *Guitar Hero*, *Call of Duty 4* and *Tony Hawk's Proving Ground*. Video games are big business – one of the largest and fastest-growing segments of the entertainment industry. Activision posted net revenues of \$1.5 billion for the fiscal year ended March 31, 2007.

Communication Challenges



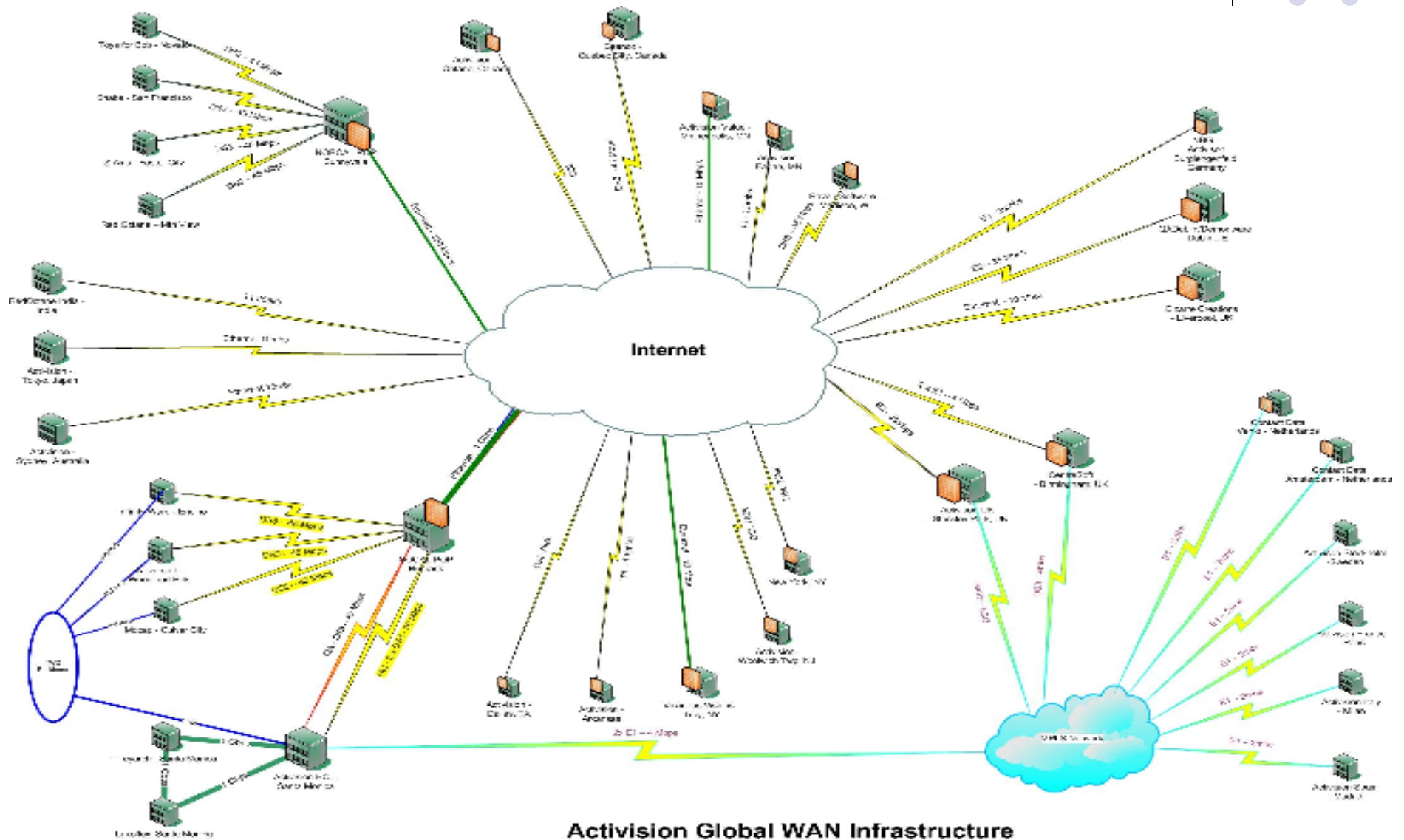
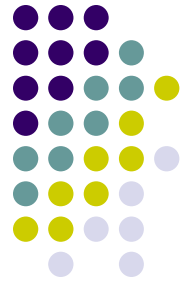
- Game development requires effective collaboration. While it is helpful for the developers to see one another face-to-face, it is vital to see the game being played – the best way to demonstrate a new feature or idea in this medium.

- Ideally, all developers could be in the same room, but Activision's development teams are spread across the globe.

Key needs included:

- **Superior Video quality:** Offer high quality data sharing via HDMI input to allow full-motion video from a wide variety of game console outputs to be shown to many locations
- **Bandwidth efficiency:** Deliver quality video with minimal bandwidth
- **Simple multipoint calls:** Host multi-point high definition video calls with no external equipment

Activision Network Map



Solution



Activision Global Development Network

Activision uses LifeSize high definition video systems as an integral part of a global distributed game development network.

ACTIVISIONTM

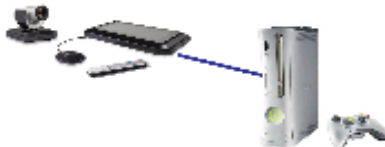


Activision Headquarters
Santa Monica, California

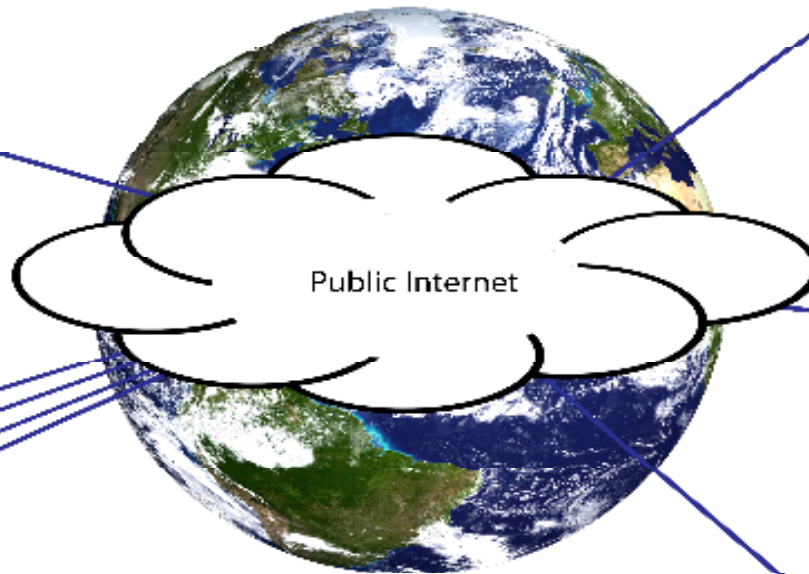


U.S. Development Studios

New York
Wisconsin
Minnesota
California



Without the ability to share streaming video in real time to multiple locations, new features and game ideas could only be reviewed at monthly meetings, resulting in a loss of creative momentum and longer game development cycles.



Public Internet



Ireland Design Site
Dublin



U.K. Design Sites
London
Liverpool



France Sales and Marketing Office
Levallois-Perret/Paris



New game features developed in one location can be shown to remote colleagues around the world using the H.239 high definition data/video input built into every LifeSize video endpoint. Live, full-motion video output from game consoles and handheld games is shared and reviewed at weekly "greenlight" meetings.