

## **Be Here completes \$5M Series A financing round**

*Fremont, CA*

January 19, 2005

Be Here™ Corporation, the leading provider of 360° real-time visual communications technology, announced today the completion of its oversubscribed Series A financing round for \$5 million. Led by Birchmere Ventures in Pittsburgh, PA, participants include Paul O'Neill Jr., and Paul O'Neill Sr., former CEO of Alcoa and United States Secretary of the Treasury, and all members of the company's management team. The company will be raising additional capital toward the middle of 2005 to fund its go-to-market ramp up.

Be Here is developing the next-generation conference table appliance for the VoIP-converted enterprise to replace today's conventional speakerphone. Branded *TotalView™*, the product combines 360° real-time, enterprise quality digital videoconferencing with a high-fidelity speakerphone and data collaboration connectivity via attached laptops, into a single, low-cost, unobtrusive appliance that is as intuitive to use as a telephone.

“Enterprise demand for visual communications is growing into a multi-billion dollar market, thanks to the widespread adoption of VoIP,” said Stephen Von Rump, CEO of Be Here. “*TotalView* addresses the small-to-medium conference room and manager's office with an inexpensive device that provides a natural focal point for collaborative work, leveraging customer investment in ‘convergence’ – the deployment of a single network fabric to integrate all communications and data.”

“This product is just the first of many applications for immersive visual technology,” added Chuck Dietrick, partner at Birchmere Ventures and Chairman of Be Here. “From an investment perspective, we see *TotalView* as the killer application for the VoIP-enabled enterprise, as well as a reference design for a much broader set of opportunities that include security and surveillance, distance learning, automotive and consumer markets. Be Here is a highly leveraged technology play.”

### **About Be Here**

Located in Fremont, CA, the company boasts an exceedingly broad and deep intellectual property portfolio in the immersive visual space, including 47 granted patents with 30 more pending and over 20 in preparation, covering optics, image processing and distribution and view navigation. The management team brings both deep domain knowledge and market experience from organizations like Polycom, VTEL, Nortel and MCI. The *TotalView* prototype will be available for customer and strategic partner testing later this year.

*For further inquiries, please contact Ed Burfine, CMO at 510-505-7930 or by email at [ed.burfine@behere.com](mailto:ed.burfine@behere.com).*

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