



PRESS FAQ

Company

What does Vgo mean?

“Vgo” reinforces the combination of visual and video elements with motion while “Communications” reinforces the breadth of the medium we use to enable a person to not only see, hear and talk but also to go places.

How / when did Vgo get started?

Vgo Communications started as North End Technologies in 2007. The company was founded by Tim Root, an experienced veteran of the videoconferencing industry, and Grinnell More and Tom Ryden who are highly regarded in the world of robotics. Tim’s recognition of the limitations of current videoconferencing solutions combined with Grinnell’s and Tom’s expertise in applying robotic technology to real world problems, resulted in Vgo.

Where did you / how did you get financed?

Over \$8M has been invested to date, with Castile Ventures out of Waltham, MA as our lead VC. Other investors include angel investors who have invested in successful robotic-enabled companies and investors who are communications industry veterans, as well as Vgo’s founders.

Do you have patents on your technology?

Vgo leverages a large number of important innovations in audio and video communications, wireless networking and robotics, and in the interactions between these domains. We use common business practices to protect our intellectual property, including a growing portfolio of patents.

Business

What's your business model?

Our model is a combination of hardware/software sales and reoccurring service contracts sold through a reseller/indirect channel. The product platform is extensible so our partners can, in time, add additional value. And since we require a wireless network connection, partners can also add their own networking services.

What are your revenues?

Vgo is just now delivering its first solutions to our resellers. 2010 will be our first year of revenue, and, based on the market development with our resellers and end-user customers over the past year, we expect rapid growth in the coming years.

Who is your competition?

A number of companies have recognized the huge potential for solutions that combine communications and robotics. A few have announced plans or prototypes, but as far as we know the VGo is currently in a class of its own in terms of usability, high-quality audio and video, price point, design for high-

volume production and highly qualified distribution channel. We certainly do expect that over time active presence will evolve into a competitive market that will include many large communications and videoconferencing.

How will you sell your solution?

VGo's will be sold and serviced by select certified resellers. These resellers have been chosen carefully for their video communication and networking technical expertise and their success in communicating the benefits of visual communications.

Where can someone get a demonstration?

You can see the VGo in action at our reseller's offices and events throughout the year. Depending on your location, we may be able to arrange a demo at your place of business. Call us to arrange a demo.

Who has tested / used Vgo?

VGo's have been used by many different types of organizations over the last year, including: Manufacturing, education, healthcare, retail, enterprise and small businesses.

Product

Is the VGo interoperable with my existing videoconferencing / telepresence solutions?

No, since it doesn't really have to be – here's why. The VGo is not a videoconferencing solution where two locations are connected, but rather a solution that effectually transports a person to a remote location. It's a single user system – the VGo is you - and you can move around as you wish, as if you were there. It's rare that a group of people would be represented by a VGo. To move around in a remote location, the distant person must be able to "drive" the VGo and today's videoconferencing room and desktop systems don't support any driving capabilities. Today, VGo is controlled by a simple PC application that utilizes standard audio / video peripherals and enables driving with a mouse.

Why wouldn't someone just use a laptop and webcam?

There certainly exist applications where a laptop and webcam will work fine – simple face-to-face meetings for instance. The VGo provides high value capabilities that enable applications that can't be addressed with just PC videoconferencing. Since the VGo is a unique dedicated purpose designed appliance that is 100% remote controlled, you don't need someone to take any action, or be trained at the site where the VGo is located. No one has to move equipment, get prepared or "answer a call" – instead you just go there. Once there, you go where you need to go, see who you need to see, solve the problems that need solving. Note: Depending on who's using the VGo, you can select a higher security level that requires that someone locally "let them in" to the facility.

How long does the battery last?

When using the VGo, the standard battery will last more than 6hrs (over 24 hrs on standby) before needing a recharge. The extended life battery will last up more than 12 hrs.

Can it spy on someone or can it spy on me?

No. You can always tell when the VGo is in use just by looking at it. Also, a number of controls are provided so that various levels of privacy and security can be enabled at any time.

How much bandwidth does it require?

The VGo operates from about 100kbps up to 500kbps (up and down). We recommend at least 384k for best performance.

Can it climb stairs?

No. Organizations that have multiple floors will have units on each floor or since it is very light it can be easily carried up/down stairs. Stair climbing solutions have been delivered but they are very expensive, bulky and complex.

Can it go over floor objects?

The VGo can travel over differences in floor height up to 1 inch. If larger objects are detected, the remote user is alerted and Vgo's resulting behavior depends on the user's wishes and type of object. Vgo will not let you drive over a cliff, such as down a flight of stairs.