



Global Internet Rich-Content Delivery

Delivering a Richer Internet Experience
Rich-Content Global Delivery and Services

"Our Age of Anxiety is, in great part, the result of trying to do today's jobs with yesterday's tools."

-Marshall McLuhan

Imagine a "Richer" Internet...

...thousands of new customers camping out on your website to enjoy TV **quality webcasts** and **video-on-demand**.

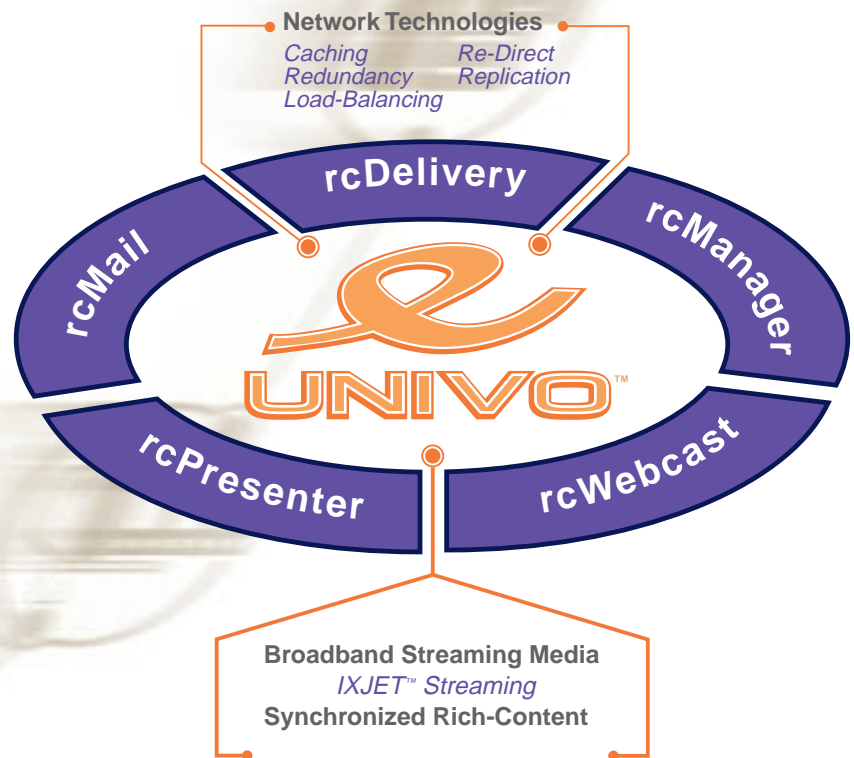
...sales teams delivering real-time presentations 24 hours a day to multiple global clients thanks to **synchronized Rich-Content delivery**.

...your corporation's capacity for learning and knowledge-sharing taking a quantum leap thanks to interactive **training videos** broadcast **worldwide**.

Now imagine the technology that makes your business "Richer".

introducing UNIVO™

UNIVO™ is the first highly intelligent, universal Rich-Content delivery platform. The UNIVO™ platform was created by uniting the most advanced broadband streaming and synchronized Rich-Content technology with the power of a massive, global Rich-Content delivery network. UNIVO™ is the foundation upon which 3CX has built a range of services, so powerful their promise is limited only by your imagination.



A Web Browser and an IDEA, that's all it takes

Based on our proprietary UNIVO™ platform, rcServices are the industry's first turnkey solutions for turning the broadband richness of the Internet into a strategic advantage for your business.

eTraining
eCommerce
eMeetings
Marketing
Sales

rcDelivery

3CX is the only Rich-Content(rc) delivery company whose core competencies include broadband streaming and synchronized Rich-Content technologies. We have been able to leverage this knowledge base to construct a delivery network and platform that guarantees unrivaled Rich-Content performance for your site.

rcWebcast

3CX will broadcast your live events to the world with our complete webcasting service based on our global network,

Sports
Concerts

Speaking Engagements
Live Radio Webcast

designed to deliver high-definition broadband quality webcasts. In addition, webcasts can be stored for future access with rcOndemand.

Viewers can choose the quality of the webcast based on their connection speed, from low bandwidth (28.8kbs) all the way up to high bandwidth connections of 8Mbps.

rcOndemand

rcOndemand enables access to your Rich-Content 24x7. View stored webcasts, videos, or other previously recorded pro-



rcOndemand: Straightforward and easy-to-use.

grams. 3CX's UNIVO™ platform ensures the highest quality viewing experience even when the demand for your stored Rich-Content is at its peak.

rcMail

Communicate in a richer language easily, instantly and globally. With rcMail, distribute the Rich-Content you develop via email from rcManager.

rcManager

rcManager is "mission control" for your Rich-Content. With rcManager, remotely manage the Rich-Content hosted at our Data Centers and effortlessly unlock its potential. For an added layer of security you may choose to password protect your content.

- Establish links to your Rich-Content
- Store videos, presentations, documents, media files
- Send rcMail
- Share with other users

rcPresenter

rcPresenter is the most comprehensive presentation tool available. Develop Rich-Content presentations on the desktop, from your web browser. Easily incorporate video, dynamic HTML pages, PowerPoint slides and annotated text into engaging, synchronized presentations.

rcPlayer is used to view presentations and downloads automatically when viewers open presentations created with rcPresenter. With rcPlayer, viewers have dynamic control over the presentation; slow it down, search annotated text, or replay.

UNIVO™ Delivers Results



3CX's breakthrough **UNIVO™** platform enables businesses to guarantee peak-performing Rich-Content for their customers. In addition, **UNIVO™** provides a myriad of powerful new services designed to leverage that Rich-Content and drive business with your customers and partners. The results will astound you...

rcWebcast
rcOndemand
rcManager
rcPresenter
rcMail

Increased revenue

With 3CX's **rcDelivery**, peak Rich-Content performance means a better performing bottom line.

- Engaging and vibrant content produces more return visits to your site and retains visitors longer.
- TV-quality, interactive catalogues and product presentations will increase sales.
- Remain focused on your core competencies while 3CX delivers your Rich-Content.

Faster Market Penetration and Expanded Customer Base

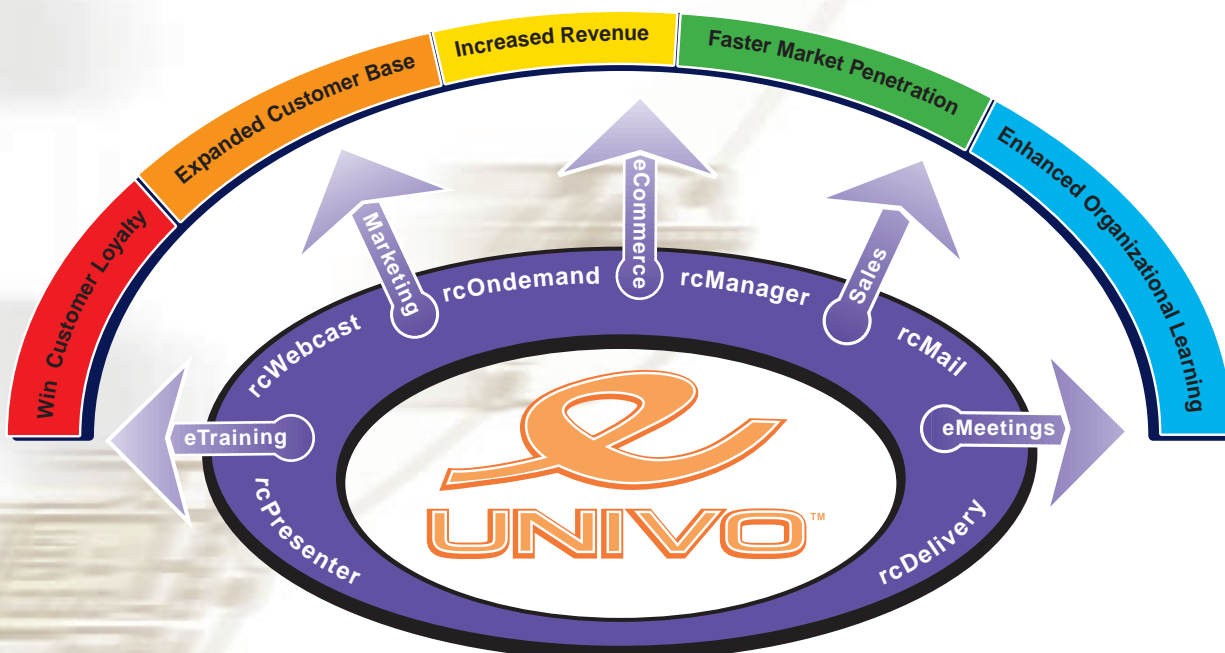
Build your brand with 3CX's **rcServices**. Communicate a powerful, global message and attract new customers with **rcWebcast** and **rcOndemand**. Your sales staff can also benefit by using **rcOndemand** to give Rich-Content presentations to global clients 24 hours a day.

Win and Retain Customer Loyalty

Building stronger customer and partner relationships is key to driving your business. **rcDelivery** will ensure high performing Rich-Content, creating an enjoyable customer experience. **rcPresenter** and **rcOndemand** enhance communication with your customers and partners by providing robust, interactive vehicles for information exchange.

Enhanced Organizational Learning and Knowledge-Sharing

With 3CX's **rcServices**, your business will get "smarter", faster. Create interactive Rich-Content training materials with **rcPresenter** and deliver them to any desktop in your organization with **rcMail** or **rcOndemand**.



The Foundation of a "Richer" Internet Experience

The advanced technology of the **UNIVO™** platform delivers a "Richer" Internet experience. The building blocks of this platform are 3CX's **rcTechnology** and **RichNet™**, the World's first global network designed specifically for the high demands of Rich-Content delivery.

RichNet™

Premiere

RichNet™ data centers are built upon the strongest network backbone available and co-located with premiere carrier partners worldwide. The **RichNet™** backbone consists of specially configured Rich-Content servers, powered by **UNIVO™** technology to handle the demands of synchronized Rich-Content, video, audio, graphics and text for continuous high-bandwidth throughputs.

Intelligent

RichNet™ efficiently manages your Rich-Content by pushing it to the edge of the network, closest to the users and redirecting requests to available servers for exceptional load-balancing. In addition, **RichNet™** monitors Internet conditions in order to decide on the optimal delivery route for your Rich-Content, avoiding network bottlenecks and ensuring peak performance.

Reliable

RichNet's fault-tolerant technology guarantees high availability against system failure 24x7. This technology, combined with our insistence on only using premiere network carriers for co-location, means 3CX's Global Data Centers have additional levels of fault-tolerance to guard against regional disasters such as earthquakes and power-outages.

Scalable

The 3CX Data Centers are co-located with our network of carrier partners worldwide. Bandwidth is therefore provided through multiple global backbones for redundancy and

scalability, with no practical upper limit. In addition, 3CX is continually expanding its network to extend our reach and build a "Richer" Internet.

rcTechnology

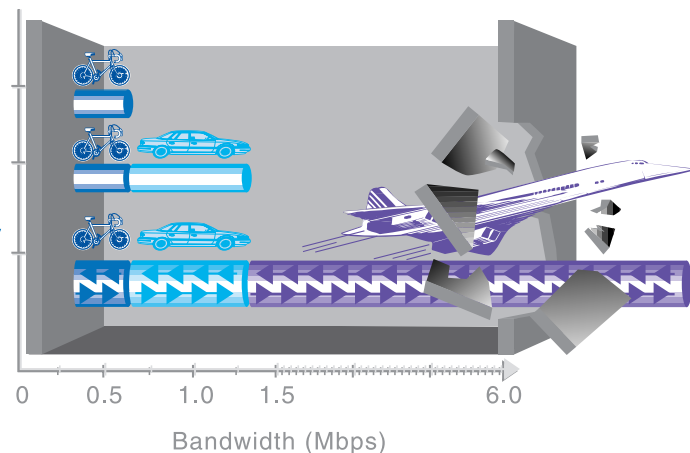
RISE - Rich-Content Synchronization Engine

3CX's **RISE** is a powerful technology that enables users to manage and leverage Rich-Content. **RISE** provides web-enabled authoring and viewing of synchronized Rich-Content presentations. In addition, **RISE** enables effortless management and organization of the Rich-Content, making authoring even easier.

Technology #1
Streaming Media ONLY

Technology #2
Streaming Media ONLY

UNIVO™ Technology
Rich-Content Delivery



IXJET™ Broadband Streaming

Optimized for broadband access by large numbers of concurrent users, **IXJET™** is fault-tolerant for your mission critical applications and scalable to support an unlimited number of simultaneous viewers. **IXJET™** is also the only streaming engine that will stream **true broadband**, from 28.8kps all the way up to 8Mbps.

3CX developed the groundbreaking **UNIVO™** platform by uniting **RichNet™** with our industry-leading **rcTechnology**. In turn, **UNIVO™** enables your business to break new ground by creating a "Richer" Internet experience for your customers.

3CX Inc.
2085 Hamilton Avenue, Suite 300
San Jose, California, 95125, USA
Toll Free 877-300-8587
www.3CX.com



3CX Inc.

2085 Hamilton Avenue, Suite 300
San Jose, California, 95125, USA

toll free 877-300-8587
telephone 408-369-6820
fax 408-369-8158

www.3CX.com



Global Internet Rich-Content Delivery

©2000 3CX™, All Rights Reserved Worldwide. 3CX™, IXJET™, RichNet™ and UNIVO™ are trademarks of 3CX™