



# Future Vision

## RADVISION optimizes multi-party video conferencing to run on Intel® Xeon® processor E5-2680



“Our SCOPIA Multi Conferencing solution is extremely compute-intensive, requiring high-performance backend server processing. When it is optimized to run on the new Intel® Xeon® processor E5-2680, we see a 33 percent improvement in video compression performance compared to the previous-generation Intel Xeon processor 5600 series.”

Ori Modai

Chief Technology Officer, Video Business Unit  
Radvision



### Company

RADVISION (Nasdaq: RVSN) is a leading provider of video conferencing and telepresence technologies over IP and wireless networks, offering end-to-end visual communications that help businesses collaborate more efficiently. RADVISION propels forward the unified communications evolution with unique technologies that harness the power of video, voice and data over any network. This enables customers to deploy unified communication networks and services and develop video network equipment and device solutions faster and more reliably than ever before.

### Challenge

SCOPIA Multi Conferencing\* from RADVISION is the most advanced multi-party video conferencing system in its class, incorporating 1080p/60fps live video and content, HD audio, H.264 video compression and scalable video coding technology (SVC). To bring this product to the marketplace, RADVISION required a high-performance server infrastructure capable of processing huge volumes of data in real time. For these reasons, it was eager to evaluate the performance of the new Intel® Xeon® processor E5-2680.

### Solution

RADVISION ran a proof-of-concept comparing the performance of the Intel Xeon processor E5-2680 with that of the previous-generation Intel Xeon E5650 processor. Running its SCOPIA Multi Conferencing software, RADVISION found a 33 percent improvement in video compression performance.<sup>1</sup>

### Benefits

RADVISION already had experience with Intel Xeon processors and had earlier optimized another product, SCOPIA Video Gateway for Microsoft Lync\*, to take advantage of their processing muscle. Given this earlier experience and the positive benchmark results for the Intel Xeon processor E5-2680, the company was eager to use the new processor to increase the performance of SCOPIA Multi Conferencing. At the same time, it decided to reduce development risks and began working with Intel engineers, using Intel® Compilers and Intel® VTune™ Performance Analyzer to optimize the performance of its software for the Intel Xeon processor E5-2680 platform. The company is one of the first mainstream enterprise video providers to take advantage of shorter, more cost-effective development processes enabled by Intel’s standards-based roadmap.

Find the solution that’s right for your organization. Contact your Intel representative, visit Intel’s Business Success Stories for IT Managers ([www.intel.co.uk/itcasestudies](http://www.intel.co.uk/itcasestudies)) or explore the Intel.com IT Center ([www.intel.com/itcenter](http://www.intel.com/itcenter)).