

## Polycom Buys ViVu

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For an undisclosed amount of cash, Polycom buys ViVu, a developer of software that can be embedded into web applications (e.g., enterprise, social, and vertical industry applications) to enable **web-based HD video collaboration**.



ViVu gives Polycom a fast-track to embed HD video into web-based applications through an OEM model, accelerating time-to-market and adoption of Polycom HD video collaboration solutions. That will drive awareness of the Polycom brand powering video collaboration inside a wide range of applications.

ViVu raised \$3 million from Inventus Capital Partners, DFJ and Quest Venture Partners back in late 2009, followed by a strategic investment by AMD last June. The 25-person company has offices in California and India.

**Was it making money?** Probably not...as Polycom expects the transaction to be neutral to earnings. Yet Polycom will put the technology to good use. This acquisition reinforces Polycom's software strategy (announced Sept. 14th) and is expected to be a key enabler for its RealPresence Platform, the software infrastructure for video collaboration.

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