



<b>WiredRed Corporation</b> 9350 Waxie Way, Suite 100 San Diego, CA 92123 USA	Organization: California C-Corporation Year Founded: 1998 Ownership: Privately held	<b>www.nefsis.com</b> info@nefsis.com +1-858-715-0970
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**Company Description**

WiredRed Corporation’s **e/pop®** and **Nefsis®** brands are technology leaders in real-time communications. They are among the fastest growing web and multiparty video conferencing software and online service solutions for business customers. WiredRed provides busy, security-conscious IT managers with easy-to-use, low maintenance solutions compatible with their existing networks, PC desktops, and readily available audio/video peripherals. Video conferencing customers recover their technology investment by eliminating unnecessary travel, and making customer, vendor, and inter-office staff meetings more interactive and productive.

**Customers**

Over 4,500 business and government customers from around the world have paid licenses and active subscriptions for the Company’s software and online services. WiredRed solutions are very popular in the small-to-medium size enterprise market, where a high-quality online meeting experience, along with security and minimal maintenance requirements, deliver exceptional value. Government customers and notable market leaders include ADP, Autodesk, Goodwill, Napster, Pier 1 Imports, Sanyo, FAA, NOAA, and US Army.

**History of Innovation**

- 1998 – Company launched to create a general purpose **multipoint real-time framework** for enterprise networks
- 2001 – First to offer **company-wide presence** and server-to-server **pipes** across physically distributed networks
- 2003 – First to offer **easy install** for web conferencing server software, with no install-time dependencies
- 2004 – First to include firewall-compatible, **multipoint video** as a standard feature in a web conferencing solution
- 2005 – First to offer web, VoIP and video conferencing using **secure connections and customer PKI**
- 2006 – Pioneered **dynamically optimized, variable bitrate** desktop sharing, and multipoint VoIP and video mixing
- 2007 – First video conferencing vendor to support Windows Vista, Aero interface, and mixed webcam, standard definition, and high-definition (HD) peripherals in the same video conferencing session
- 2008 – First to apply **cloud computing** and **end-to-end parallel processing** to multipoint video conferencing, reducing round-trip latency times to any PC desktop in the world

**Communications Technology**

The Company’s Real-Time Routing Architecture™ is a VPN-like technology which provides secure proxy and firewall traversal for multi-office corporate networks. Ten years of battle-proven evolution in demanding customer environments led to the most recent generation of technology. This parallel processing architecture takes advantage of Pentium multicore computers and cloud computing delivery, to provide the highest-quality, most fluid video conferencing experience available today.

**International Offices & Distribution**

WiredRed is headquartered in San Diego, California USA, with an international sales and support office in the United Kingdom. The Company sells direct in North America and Europe, and globally via resellers and its online service.

**Management Team**

Steven Peltier, Chief Executive Officer Allen Drennan, Founder & Chief Technology Officer Tom Sloan, Managing Director, WiredRed UK Ltd.	Rick Ono, Vice President - Sales Tom Toperczer, Vice President - Marketing Colin Theseira, Director of Technology Jason Oen, Controller
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