



FOR IMMEDIATE RELEASE:

**CODIAN EXPANDS SALES CHANNEL IN THE AMERICAS
WITH ADDITION OF KEY DISTRIBUTOR**

**Video conferencing specialist PicturePhone Direct to feature Codian
exclusively for video conferencing infrastructure products**

SAN JOSE, CA – November 7, 2006 – Codian, Inc., a leading manufacturer of video conferencing infrastructure products, announced today that the company has signed an agreement with PicturePhone Direct for the distribution of Codian video conferencing products across North, Central and South America. According to the agreement, Codian will be the sole manufacturer of video conferencing infrastructure solutions offered by PicturePhone Direct.

Headquartered in Rochester, New York, PicturePhone Direct specializes in distribution of video conferencing solutions, including multipoint control systems, cameras, audio systems and high-definition displays. The company has an extensive network of resellers, integrators and VARs throughout the United States.

According to William MacDonald, Codian's General Manager for The Americas, PicturePhone's size, channel relationships and industry reputation will significantly augment Codian's exposure throughout the region. "New strategic customers will have access to Codian's innovative technologies, thanks to the depth and breadth of PicturePhone Direct's sales network," he commented.

MacDonald added that, unlike less specialized distributors of video conferencing systems, PicturePhone Direct has strong product-specific technical expertise. "Customers will benefit from the expert advice of the PicturePhone Direct team throughout the process, from initial system specification to ongoing technical support. We feel that PicturePhone Direct fits well with Codian's strong commitment to the customer."

"Our exposure to a wide range of video conferencing Value Added Resellers gives us keen insight into demand trends," commented Dave Weber, Executive Vice President at PicturePhone Direct. "As end users are migrating to high-definition systems that work well with their existing non-HD endpoints, Codian delivers the most

appropriate solution. Their universally compatible technology allows any combination of endpoint hardware to be used in a video conference without any loss of ports or functionality. We are enthusiastic about introducing new customers to the Codian product line.”

PicturePhone Direct has detailed information about Codian video conferencing products on its website at www.picturephone.com.

About Codian, Inc.

Codian designs and manufactures the most advanced video conferencing infrastructure products available. Codian’s product line includes Multipoint Control Units, Video Conference Recorders, Streaming Servers and ISDN Video Gateways. Using a unique architecture and the latest hardware technology, Codian’s products are both easy to use and powerful, supporting enterprise and service provider customers worldwide. Codian has main offices in San Jose, California; London, UK and Hong Kong. For a product demonstration or to learn more about Codian products, please visit the website at www.codian.com.

About PicturePhone Direct

Founded in 1993 PicturePhone Direct, Inc. of Rochester, NY is one of the industry’s largest distributors of videoconferencing products and accessories. Sony’s largest distributor of IPELA conferencing products in the United States. Manufacturer of FlatMagic wall mounting solutions for plasma/LCD displays. Manufacturer of Hi-Lite videoconference lighting for board and conference room environments. Exclusive distributor of FreeFlight PTZ Camera shelves, ceiling mounts and set-top codec wall mounts for videoconferencing, security and presentation systems. PicturePhone Direct prides itself in being a one-stop shop for all business-to-business videoconferencing and presentation requirements, selecting only the best products from each category when designing an integrated presentation/conferencing system. PicturePhone carries all the major videoconferencing brands and accessory items. PicturePhone delivers videoconferencing solutions through a network of qualified dealers and integrators. For more information about PicturePhone Direct, visit the company website at <http://picturephone.com>.

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