

Introduction

AuPix was founded in early 2005 as a result of a management buy-out of the IPR of an IP video phone technology platform from the SCOTTY Group plc (formerly Motion Media plc who were listed on the London Stock Exchange). The founders of the company are Graham Brown, former Motion Media plc managing director and John Martin, former technical director and co-founder of Motion Media plc.

AuPix continues to build upon the global reputation Motion Media plc established for its innovative technical expertise in the video communications field. Its customers included major enterprises like Orange, British Telecom, Philip and GPT (GEC Plessey Communications).

The company is funded by the founders, employees, private investors and venture capital from YFM Venture Finance Ltd.

Core Competence

AuPix designs and develops high quality, affordable voice and video over IP communications solutions including end points and infrastructure systems. The company's real expertise is its audio and video compression techniques; the team has been developing systems for 15 years.

Employees

The company's employees are predominantly highly competent and skilled engineers. They were involved in bringing the world's first mobile video phone to market for Orange. These engineers have been involved in developing video telephony products based on 5 generations of video compression chipsets.

The team has specialist knowledge covering all aspects of video phone development including; communication protocols H.323 and SIP, video compression technologies H.261, H.263, H.264, low level systems integration, user interface design, acoustic echo cancellation, mechanical and electronic design.

Technology platform

Prior to the MBO by AuPix, Motion Media carried out the original IP video phone platform development over a 4-year period with up to 25 engineers working on the project. So far, in excess of 60 man years and over \$8m has been invested in the platform. The core of the original design and engineering team has been retained, enabling continuous development of the platform.

Products and Solutions

The company has a range of its own branded solutions as well as boards and reference designs for OEM and Licensing partners so the technology can be embedded and incorporated into partners' products.

The AuPix label products include:

- ✓ **AP-100 IP video phone** – high end, high quality video phone with large touch screen, an integrated web browser and the ability to deploy 3rd party applications.
- ✓ **AP-500 video kiosk** – a robust but slim line video kiosk designed to enable public placement in locations such as airports, stations, shopping malls, government offices, etc. A fully customisable interface enables intuitive one button push connection.

- ✓ **AuPix video PBX/Contact Centre solutions** – a video enabled telephone exchange that adds functionality such as video on hold, video call forwarding, interactive video response, 3-way calling, etc. The system has been designed to compliment and integrate with customers' existing voice switch.

Routes to market

The company sells indirectly and therefore works through partners to reach and support end users. This includes IPT (IP telephony) channel partners, system integrators, VARs and in some geographies, distributors.

Additionally AuPix technology is designed to be integrated into its OEM and Licensing partners' solutions for resale under their brands and through their channels.

Markets and applications

The company's products and solutions are applicable across a wide range of customer types and applications, predominantly addressing the commercial, government, health and education sectors.

Customers come from a range of sectors including:

- ✓ Manufacturing
- ✓ Retail
- ✓ Higher and secondary education
- ✓ Military
- ✓ Local and central government
- ✓ Research
- ✓ Deaf and hard of hearing service providers
- ✓ Banking
- ✓ Healthcare
- ✓ Marketing
- ✓ Legal

Applications include:

- ✓ Virtual meetings
- ✓ Distance learning
- ✓ Telemedicine
- ✓ Video relay service
- ✓ Video interpretation service
- ✓ Remote expert
- ✓ 'Onestopshops'
- ✓ Unmanned police stations
- ✓ Teleworking

Location and contact details

The company's headquarters are in the UK with offices located on the outskirts of Bristol. The address and contact details are:

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