

R I M A G E[®]

Rimage Acquires Qumu

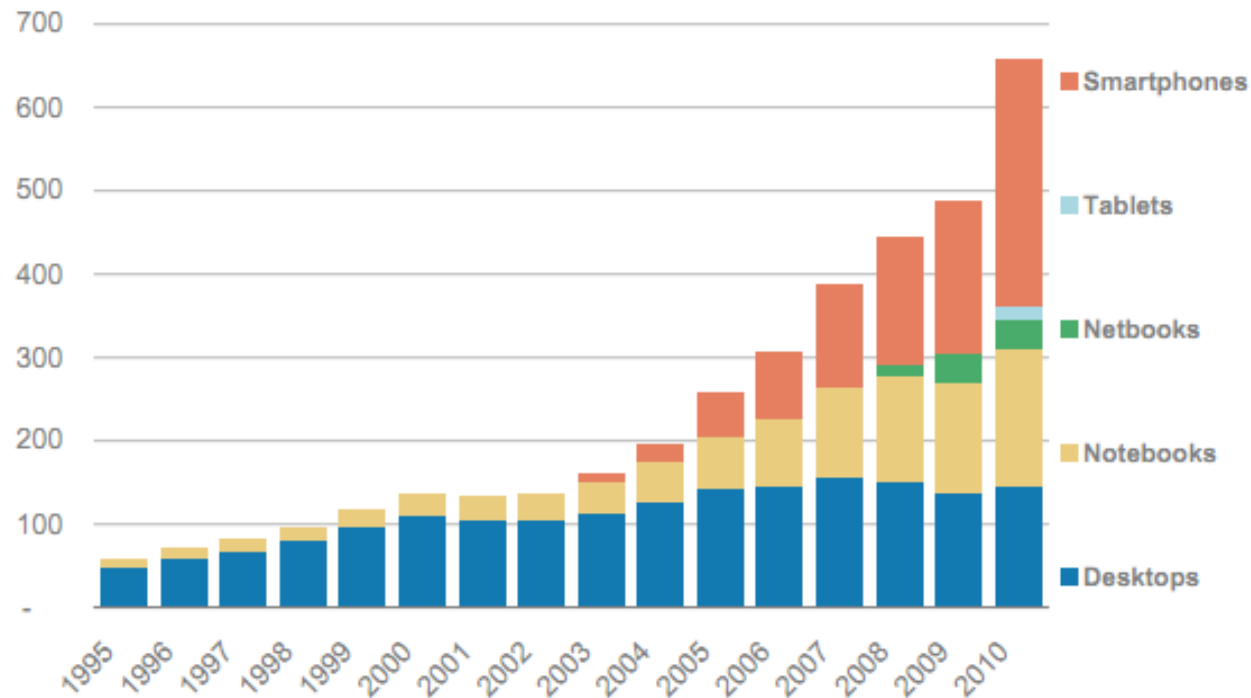
October 2011

Transaction Overview

- Definitive Agreement for the acquisition of Qumu executed October 10, 2011
- Transaction valued at \$52 million
 - \$39 million in cash
 - One million shares of RIMG common stock
- Qumu is a leader in enterprise video communications
 - 100+ customers from the Global 1000
 - Generating strong revenue growth
- Cornerstone acquisition
 - Provides Rimage with an entrée into fast growing video communications and social enterprise applications for business

Changing Content Distribution Landscape

Device Shipments by Form Factor, Millions

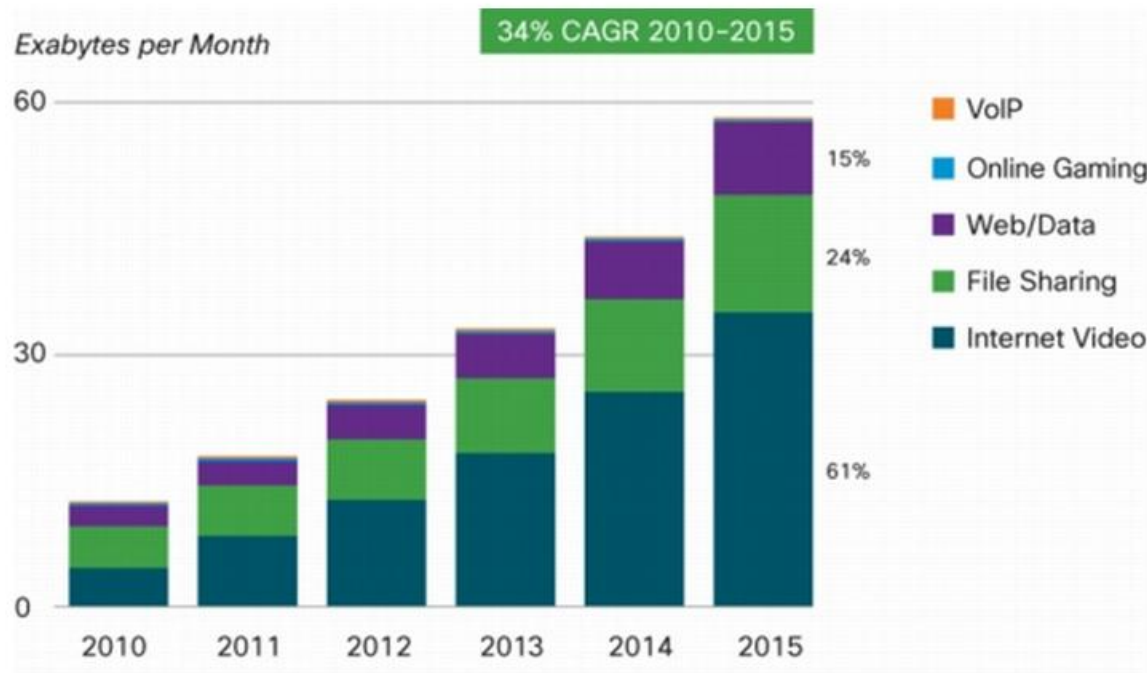


Source: IDC, Gartner, Morgan Stanley Research

- Tablets, smartphones and the internet have greatly changed the way people access content
- Over 100 million tablets will be shipped in 2013

Changing Content Distribution Landscape

Global IP Traffic



Source: Cisco VNI Mobile, 2011

Video is being used more and more as a communication tool

What We Do: Use Cases



Studio Webcast



Training



VideoConference



Employee Generated



Live Video Feeds

- 1. Executive Video Broadcast**
- 2. Employee Social Video Networking**
- 3. Mobile Video Acquisition**

- Financial results
- Sales training
- Technical training
- New product launch
- Compliance
- HR
- Crisis Communications
- Customer Outreach
- Product documentation
- Marketing programs
- Customer social networking
- Talent scouting
- Recruiting
- Project management



Qumu provides unique capabilities to enterprises through its end to end platform for managing video and related content



PCs



Signage



Mobile

What We Do: The Products

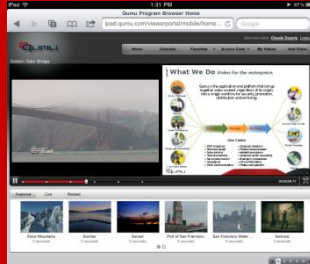
Capture



Capture Studio

- High Quality Capture studio for any event
- Captures Video alongside PPT presentations
- Ability to record screenshots and share desktops
- Social Media Elements
- Supporting Multiple Cameras & VGA sources

Manage



Video Control Center

- Simple Video Portal for the Enterprise to share video
- Controls both LIVE & VOD workflows
- Easy to deploy and integrate as a Sharepoint video portal
- Secure and enabling Single-Sign-On

Distribute



Dissemination

- Delivers video over a wide-range of networks such as CISCO, Riverbed, Akamai, BlueCoat and AT&T
- Supports Windows and Flash for Live and VOD

Experience

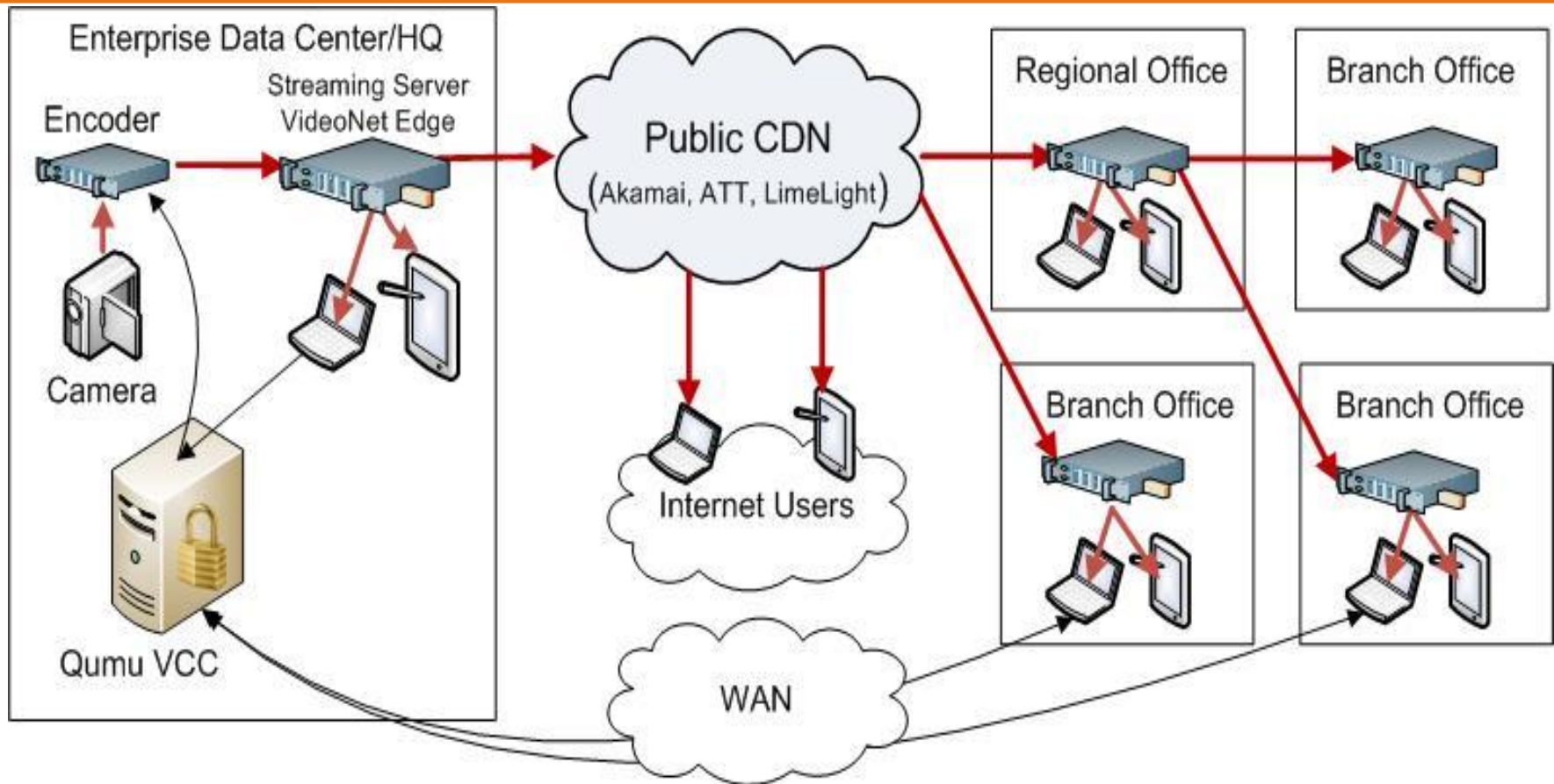


User Experience

- Deliver video to the Mobile, Desktop. Online Video Portal and Digital Signage
- Off the shelf solutions
- Provide developers with an SDK and Simulation environment
- Create a development community to share experiences

Deployed as Appliances, Software, or Managed Service (SaaS)

What We Do: Distribution



Federated CDN consisting of private and public CDNs
iCDNs: Akamai, AT&T, Limelight, MS Azure CDN, etc.
eCDNs; Cisco, Blue Coat, Riverbed, Qumu

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