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The Pitch

RedShift tackles unified Net security

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What it does: Provides proactive security for companies that are combining their voice-over IP, data and video systems onto a single network. RedShift helps companies communicate free of the worry that threats will proliferate from the data side of their network to the voice side and vice versa.

How it makes money: Revenue is based on a bundled software and hardware appliance

offering to large businesses, equipment makers and major telecommunications providers. Pricing will be on a per-telephone or voice/video endpoint basis.

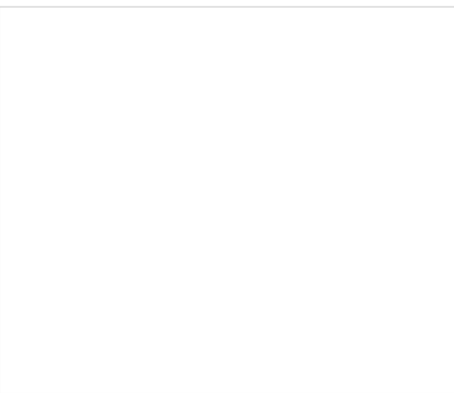
What business or technology could it disrupt? RedShift says its security software could disrupt legacy security vendors, who the company's officials say don't address the new breed of threats posed by enriched real-time communication services.

Founders: Chief Executive Officer Amitava Mukherjee, whose experience includes work at Avaya/VPNet as general manager for regional sales and **Secure Computing Corp.**, as vice president of regional sales; Vice President of Engineering Phanindra Jujjavarapu was vice president of engineering at **IP Infusion Inc.**, CEO/founder at Maple Optical Systems, and director of engineering at Ascend/Lucent; Vice President of Marketing and Business Development Barry Bomzer, who previously was VP of Marketing at WW Data Solutions Alcatel and director of marketing at Xylan/Proteon.



Dennis G. Hendricks
Amitava Mukherjee says RedShift Networks' target market is projected to reach \$1.2 billion by 2011.

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