



# AccuCONFERENCE

## AccuConference: The Technology

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AccuConference, known for their high standards of quality, convenience, delivery, and performance, is the recognized leader among communication service providers. Their innovative **audio and web conferencing** technologies build businesses by bringing people together. With product solutions that are easily scalable to serve the needs of any sized enterprise, their offerings are cost effective, easy to use, and **feature-rich**. Where can their technology take your company?

### Technology for Building Businesses

Technology is fundamental to business success. With the advent of the internet, the continuing decrease in hardware and software costs, and the multitude of applications from banking to medicine, technology is forever changing the landscape when it comes to business operations.

Today's communication technologies have made selling to a global marketplace a reality for even the smallest enterprise. Online commerce continues to grow at exponential rates. Tech-savvy consumers are opting to dive headlong into taking a more active and interested role in how they interact through technology with companies, products and services. **Audio and web conferencing** technologies have all but dissolved the boundaries of time and space – allowing businesses to communicate instantaneously, in real-time, and in **multi-sensory formats** with their audiences. Building and developing relationships with everyone, from employees to consumers, has never been easier.

Audio and web communications are being used in innovative ways to bring products and services directly to customers, significantly reducing marketing costs, while shortening critical sales cycles. They're also being used to support internal company communications and functions, and in business-

to-business applications as in the case of help desk and support operations. Whether supporting full online enterprises or an equally crucial structure for brick and mortar establishments, **audio and web conferencing** tools create almost seamless interfaces between people, products, and services.

## Performance Platforms

AccuConference uses reliable, state-of-the-art, high performance equipment from such manufacturers as Dell, Cisco, and Microsoft. Communication lines are 100% fiber optic ensuring clear communications. The conferencing platform is supported by redundant systems in terms of equipment, software, and power, ensuring performance, consistency and reliability.

AccuConference has developed proprietary conferencing software in conjunction with a top-notch hardware manufacturer of conferencing bridge hardware. As a result, they have been able to develop a product that allows them the flexibility to accommodate customized customer requests. Their ability to customize communication needs is unique among communication service providers. Backed by unparalleled, high-quality customer support, and combined with philosophy of "If you need it, we will build it" has earned AccuConference the lead position when it comes to meeting the critical communication requirements of its clientele.

## Technology Tools for Growing Your Business

Business success is rooted in effective and efficient communications. Today, keeping one step ahead of the competition means employing the latest technology tools that simplify life and business. AccuConference provides that solution through their audio and web conferencing products.

## Building Business through Audio Conferencing

AccuConference's audio products utilize **telephone bridge technology** which allows multiple users on a single telephone line. Reaching out to customers, shareholders, and employees, alike, has never been easier. Any company can increase its visibility and credibility with ease, while effortlessly extending its reach to the global market place. The impact of savings in terms of time, travel, and other business expenses, across the dimensions of time and distance, are clearly significant.

With easy-to-use finger-tip controls, virtually every aspect of an audio conference can be managed by the moderator through either **telephone controls** or a **web-based control panel**. Calls can be scheduled in advance or created as needed. Conference calls can be **recorded, archived, or downloaded** with ease for future playback. A **lecture mode** function allows all the participants to be muted while the moderator speaks, with a **Q & A feature** allowing for selective unmuting and muting so participants can ask questions.

Unique, **self-expiring pin numbers** can be assigned to restrict access to authorized members. The lock feature allows conferences to be "closed" after they commence in order to decrease interruptions, while the truly unique "kick" function allows individuals to be removed with a key click. One of the best features is that all participants on the call can be viewed when using the web-based control panel. These **features and functions** create an audio environment which virtually re-creates an onsite meeting venue, but without the hassles and the expense.

## Doing Business through Multi-Sensory Web Conferencing

AccuConference's web conferencing tool, **Meeting Central™**, offers real-time, collaborative features suitable for online meetings. Audio, video, and web can be combined to create a real-time, multi-sensory experience for participants. Studies have shown that over 50% of the impact of a message is communicated through visuals. Imagine the impact of using this technology to communicate with customers, shareholders or employees.

Similar to the audio conferencing option, the Meeting Central™ platform is managed through a web-based control panel. It supports a variety of file types so it can be easily used for such applications as delivering a PowerPoint® presentation. Menu controls allow for sharing of documents and applications with a mere key click. In fact, through the unique application sharing feature, the moderator can allow participants to “test-drive” software or web-based products right from their desktop, without relinquishing control of the underlying product.

One powerful use of the application sharing feature is the ability of the moderator to launch their web browser and then to have all participants view it on their own desktops. This feature saves time and confusion as participants can easily see how to click through to information. By invoking the remote control feature, control over the browser can be turned over to participants.

**Meeting Central™** also features a whiteboard option for meetings that need the additional flexibility of creating on-the-fly, with sharing options that allow the moderator to pass along “writing” control to participants. Finally, it includes a fully-integrated, multi-video option, utilizing state-of-the-art software. With this tool, the host can control all aspects of the video including viewable or not viewable, frames per second, as well as size and quality. Meeting Central™ is a truly powerful tool for bringing together all aspects of the communication experience – audio, video, and web – to the meeting environment. Real-time, desktop compression technologies make interactive and participative meetings a reality, with a “just like being there” look and feel.

AccuConference’s **audio and web conferencing** tools provide companies with the platform for creating more visibility and credibility by connecting with others through multiple communication interfaces. Leveraging resources has never been more important as companies look for cost effective ways to do business more quickly and easily while building and maintaining important business relationships. The right communications tools can make all the difference. AccuConference is the solution of choice -- high quality, high performance, world-class customer service, and flexible tools to meet your communication needs.

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