

PRESS RELEASE

Announcing myVRM: A New Player Enters \$2.25 Billion Conferencing Industry

Award-Winning myVRM Offers Unsurpassed Ease-of-Use and Flexibility for Uniquely Scalable, Universally Interoperable Conference Management

WESTBURY, NY – May 25, 2006 – myVRM, the Versatile Resource Manager, makes its debut at InfoComm '06 in Orlando, June 7-9, where company executives will be on hand for one-on-one briefings, and for myVRM product demonstrations at booth #228. Brought to market earlier this year by industry veteran Larry Roher, myVRM delivers conference management in a few clicks on a vendor-agnostic platform.

myVRM was born as a conference set-up interface for Expedite Video Conferencing Services before becoming an independent entity. Even through its development, when it was sold exclusively through Expedite VCS, the myVRM software received high honors by a leading industry trade group.

Points of Distinction

With newly introduced features for calendar optimization, IM functionality, and Codian compatibility, myVRM stands alone in the industry with a portfolio of otherwise unavailable performance characteristics. These include:

- Complete customizability to blend transparently with a user's brand
- Comprehensive bundling of all conference components on a single, menu driven platform
- Full compatibility with Codian bridges, and fully automated streaming and recording
- Incorporation of IM for interactive communication during meetings and conferences
- Accommodation for "rolling meetings" via IP inventory of differing IP units
- Application service provide monitor for enabling invisibility of participants to each other
- Expanded, bi-directional exchange server communication

Underscoring myVRM's competitive superiority is its status as two-time recipient of top honors by LISTNet, sponsor of the annual LISA Awards. myVRM received its second consecutive LISA Award on May 2. The Long Island Software Award recognizes excellence in software and technology solutions from the end-user standpoint. LISTNet is the association that promotes Long Island's status as one of the national centers of distinction for software and technology development.

"We developed myVRM after really studying the market, and learning that meeting planners for enterprises, large and small, and at corporate campuses across the United States were not getting what they needed from their conferencing systems," said Larry Roher, myVRM's founding CEO, and chief visionary officer. "Our market research taught us that existing systems were failing the end user in delivering the greatest value from their significant investments in multi-point meeting elements and technologies."

Meeting the Challenges of an Expanding Market

Roher and his team built a tool that is now used by governments, university and hospital systems, and other enterprise-level organizations. Applications were specifically designed to eliminate the logistical, billing and reporting pain-points of industries that include enterprise, healthcare, legal, public sector and education. With myVRM, these users can typically see conference set-up times decrease from an average of 120 minutes to four or fewer minutes. Costs can decrease from an average of \$77.00 per conference to a little over \$1.00 after adopting myVRM.



Attesting to myVRM's conference management superiority in addressing end-users' challenges, customer testimony is consistently positive. "Before myVRM, people would schedule meetings by e-mail or by telephone or set it up in an Outlook calendar," said one myVRM customer, Michael Caputo, director of information system and telemedicine operations for the University of Vermont College of Medicine. "A lot of back and forth. myVRM eliminates a lot of that administrative overhead. It's not complicated. It directs a lot of moving parts and makes sure everything and everyone's ready to go at the right time."

The myVRM launch comes at a time when the U.S. is seeing massive growth in conferencing technologies and solutions for an increasingly distributed and mobile workforce. According to independent research firms Frost & Sullivan and Wainhouse Research, market revenue for audio conferencing in 2004 was \$2.25 billion; that is projected to increase by 2010 to \$3.13 billion. Total minutes were approximately 15 billion, and are expected to jump to 35 billion in the next four years.

myVRM is poised to satisfy the increasingly voracious appetite for intuitive, flexible, fast and easy-to-use conference management that seamlessly scales to accommodate legacy and new technologies. The user experience is consistent whether the meeting comprises two or 2,000 participating sites. Following two-plus years in development, myVRM now delivers:

- One tool that does it all – invites participants, schedules resources, manages details and produces reports for tracking and billing; it affords easy creation of user profiles, groups and templates, which means the next meeting is only a few clicks away.
- Indifference to change – participants are moving targets, difficult to locate at any given time with shifting priorities that create repeated scheduling conflicts. myVRM handles last-minute changes like a champ by noting the change, addressing any conflicts and notifying all participants of the new conditions. The product makes it easy to send meeting invitations and receive replies. It is compatible with Microsoft Outlook and Lotus Notes, as well as with handheld devices. It accommodates the attachment of file types that include agendas, security badges and maps.
- An open architecture to a simple resource for multi-component conferences – myVRM was created with an open architecture and an interface that integrate readily into a user's current environment. It is compatible with all major manufacturer model bridges and endpoints on the market to maximize legacy equipment while the user introduces new technologies. The modular myVRM grows with the customer's organization. myVRM removes the complexity of putting together audio, video, room or Web conferences, whether point or multi-point in nature. Users also can schedule additional resources such as AV equipment and catering.

About myVRM

myVRM, the Versatile Resource Manager, is an intelligent, multi-faceted tool that makes scheduling, managing and tracking meetings easier and more productive. Whether myVRM is employed to schedule multi-site video or audio conferences, manage and track usage of multiple devices, or simply to ensure that a conference room is never again double-booked, myVRM is the solution of choice for users in the enterprise, healthcare, legal, public and education sectors. myVRM is distinguished by its flexibility, ease-of-use, open architecture and single, simple platform. Headquartered in Westbury, NY, near Manhattan, myVRM is founded on the principle that businesses, large and small, deserve a better way to manage meetings and conference resources. Customers benefit from regular feature updates and 24/7/365 service. Since myVRM's inception, it has enjoyed an overwhelming amount of positive feedback indicating that it excels in providing an intuitive, user-friendly, efficient and effective conference management solution.

Contact myVRM

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