



INTERCALL
ASIA PACIFIC



conference placeSM

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INTERCALL® AND MICROSOFT®: A STRATEGIC PARTNERSHIP

▶ LEADERS IN AUDIO AND WEB CONFERENCING TEAM UP TO BRING INTEGRATED COMMUNICATIONS TO BUSINESSES

InterCall® has offered Conference PlaceSM as part of its web conferencing suite for several years. However, when Microsoft® acquired PlaceWare, the service that powered Conference PlaceSM, in April 2003 a whole new world of possibilities opened up. InterCall® and Microsoft® realised that, working together, the two companies could combine their expertise to bring the power of integrated conferencing communications to businesses. To that end, InterCall® and Microsoft® have entered into a strategic partnership agreement.

Conference Place, a co-branded service powered by Microsoft Office Live Meeting, offers a flexible Web conferencing and virtual collaboration solution. When combined with InterCall's® audio conferencing services, Conference PlaceSM transforms a phone and a PC with an Internet connection into a virtual conference room, online auditorium or an electronic brainstorming session. Information Workers are enabled to effortlessly meet, collaborate and exchange ideas, documents and information in real time without ever leaving their offices.

▶ STRONG SUPPORT FROM BOTH COMPANIES

The leadership teams of both companies are excited about the possibilities that come along with this partnership.

"Microsoft® Office Live Meeting has brought the power of true collaboration and real-time teamwork to the conferencing market," said Scott Etzler, President of InterCall®. "InterCall® is committed to working with Microsoft® to extend that power to businesses worldwide with our Conference PlaceSM, audio conferencing and world-class customer support services. We're pleased to be working with them on this front as well as teaming with them to do further development work on integrated conferencing solutions"

"Leveraging the strength of our partners in the audio conferencing arena greatly complements our vision around a rich communication and collaboration solution involving voice, data, video, and presence," said Anoop Gupta, Corporate Vice President, Real-Time Collaboration Group at Microsoft®. "The natural fit of our Web conferencing service with a leading audio conferencing company such as InterCall® will greatly expand the value proposition to end customers."



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