



iLINC WEB AND VIDEO CONFERENCING ANNOUNCES THE FALL RELEASE OF iLINC 10

iLinc's Newest Solution Delivers Professional-Grade Tools for High-Impact Web Meetings, Online Events, Sales Demos and Virtual Training Sessions

PHOENIX, Arizona October 30, 2009 – iLinc, a leading provider of web and video conferencing software and services, today announced the general availability of the iLinc 10 Fall Release. This release features several new capabilities, including a completely new architecture for simplified recording and editing, that make it easier than ever for session organizers to customize a [web conferencing environment](#) that fits their needs.

"The iLinc 10 Fall Release reflects how the web conferencing industry has grown in recent years. Even though the demand for real-time, [web-based communication and collaboration](#) increased with the economic downturn, many organizations are finding that meeting and training online is more than just a way to cut operating expenses. In fact, it has become clear that the right web conferencing solution increases organizational productivity and maximizes revenue potential," said Frank Gartland, iLinc's VP of Products. "With this new release, iLinc users have access to a host of new features that empower them to actually solve business problems."

Roopam Jain, Principal Analyst for Conferencing and Collaboration at the leading research firm, Frost & Sullivan, believes that this release continues iLinc's tradition of innovative user experience improvements. "iLinc's solutions reduce the technical complexities that leaders face when preparing for and delivering formal virtual sessions. By removing the barriers to hosting high-impact online events and training sessions, iLinc ensures that organizations will leverage their full web conferencing investment—and drive revenue as a result," Jain said.

Key features of the Fall Release include:

- * Seamless Recording Process—iLinc users can now configure any session to be recorded automatically, eliminating the need to set up separate systems and any worry about forgetting to capture the session content. With the new audio connection tool, session leaders can also be confident that the iLinc recorder is successfully connected to the audio portion of the event.

- * Streamlined Editing & Distribution—With access to the easiest-to-use online editing tools on the market, session organizers are able to maximize the value of recorded sessions, replaying them as asynchronous learning content or making them available to potential customers. Plus, anyone wanting to view an iLinc recording is not forced to install a proprietary player.

- * Robust Media Sharing—Event moderators and instructors can keep their virtual audience engaged by displaying and controlling (pausing, forwarding, etc.) Flash files (SWF), Flash Video (FLV) and YouTube videos through iLinc's Media Link functionality.

* Relevant Integrations—With iLinc 10, companies can tie their web conferencing initiatives to other key systems for greater revenue potential. The brand-new Social Networks Integration allows session organizers to quickly promote their online events, as well as their cost savings as measured by [the patented iLinc Green Meter](#), to their existing Twitter and Facebook networks. Recently named the AppExchange “App of the Week,” the powerful [iLinc for Salesforce](#) integration maximizes the revenue potential of online events and webinars by ensuring that key attendance and registration data is reflected in the Salesforce database in near real-time. This eliminates the need for manual data upload and streamlines pre- and post-event communications.

To learn more and register for a live demo, visit <http://www.ilinc.com/demo>.

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About iLinc

iLinc, a recognized leader in web and video conferencing and collaboration solutions, empowers people to achieve their organizational goals easily and quickly, making it possible for them to accomplish more, travel less, achieve work-life balance, all while preserving the environment. iLinc’s Software-as-a-Service (SaaS) delivery, industry-leading service, and integrations such as iLinc for Salesforce, which automatically synchronizes web conferencing and CRM data, increase operational efficiency across the organization, letting you drive more revenue. For more, visit www.ilinc.com/investors.

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