

ELLISONMARKETING

"Marketing works when the right message hits the right audience at the right time"

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Reduce your Carbon Footprint with JustMeet

Global warming is one of the most hotly debated subjects in the media, and is top of the political agenda. Its effect is felt in homes, schools, and industries across the world. As a result, one of the biggest concerns for businesses today is reducing their carbon footprint. Office paperwork, lighting and electricity all contribute to global warming. But by far the biggest factor is the carbon emissions incurred when travelling to meetings.

The way forward in reducing the debt to the environment is the use of videoconferencing. This brings business people together at different sites via audio and video to create a virtual 'meeting'. This is ideal for when a live conversation is needed, and all participants cannot get to the same location. It eliminates the time, distance and cost factors usually associated with meetings, which also helps to reduce the carbon footprint.

However, videoconferencing has its drawbacks. You can only see the person in front of the screen, therefore cannot gauge the atmosphere of the meeting, and it can often be difficult to decipher who is speaking and when. Videoconferencing is also traditionally a costly medium, and not readily available.

Applied Software Engineering is a company that is addressing these concerns, and taking videoconferencing to the next level. The company has developed an innovative new product, JustMeet, which allows you to see and speak to contributors via a live connection streamed in real time. Another appealing feature is that the product transcends the cost and availability issues associated with videoconferencing.

JustMeet provides many of the dynamics of a real meeting. It gives you a panoramic 360 degree virtual view of each room, allowing you to see other people within the meeting room, not just the speaker.

Another unique feature of JustMeet is that you can view PowerPoint presentation slides, integrating them onto the presentation screen in the room, eliminating the need to send slides over by fax, print or email. With a simple intuitive user-interface, users can be conversant with all aspects of the product within minutes.

Mike Darby, Director of Applied Software Engineering, is continuously looking for ways to combat global warming. The company's staff all work from home, from different parts of the country, and distribute online. All their meetings are conducted via JustMeet.

For more information on Applied Software Engineering and JustMeet, contact Mike Darby on 01978 721613, or fax on 01978 721618. Alternatively, you can email info@justmeet.com, or visit the website at www.justmeet.com for more information.

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