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JustMeet – Helping Home-Workers Keep in Touch

Working from home has become a growing trend in recent years, with millions of workers now wanting to cut out the commute, spend more time with their families and gain control of their work/life balance. Research shows that one in five workers believe flexible working would improve quality time with children, their productivity and loyalty to their company¹.

With current UK legislation regarding flexible working, it has emerged that an increasing number of us are avoiding the hectic commute to the office, saving time, money, and reducing that all important carbon footprint.

Working flexibly incorporates a vast range of work practices from flexi-time to providing employees with equipment to work from home. For the latter, technology has caught up with this trend, with Videoconferencing and Telepresence enabling home-workers to keep in touch with their colleagues and clients.

Applied Software Engineering is a company that is taking the attributes of videoconferencing and Telepresence to the next level with its new product JustMeet. The product uses audio and video to bring people from different sites together for a 'virtual meeting'. It allows people to meet face-to-face, and because it enables eye contact and body language to surpass distance, it can be a friendlier, more trusting form of contact than the standard phone call or email. For the above reasons, it is set to become *the* communication of choice for the home-worker.

JustMeet provides many of the dynamics of a 'real' meeting. Conference rooms can be viewed in 360 degrees, making it easier to gauge the atmosphere of the entire meeting - including all the people taking part - as opposed to just being able to see who you are speaking to.

Mike Darby, Director of Applied Software Engineering says the 'real person factor' is what makes JustMeet so unique. 'JustMeet allows people to

¹ Research conducted by Eclipse Internet and ICM with 500 workers across the UK

communicate in a way that replicates the unquantifiable human aspects of real-world meetings. It's focused on interpersonal aspects, not data'.

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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