

# ELLISONMARKETING

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

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## **JustMeet – Bringing Businesses Together**

### *Innovative New Product Takes Videoconferencing to a New Level*

Gone are the days when businesses only targeted customers within their locality. Today, companies are increasingly competing on a national and global platform to reach their target markets. However, larger markets often mean long-distance travel and coordinating meetings, with the end result being increased costs, cutting into your margins.

Advances in technology have attempted to address these issues in the form of videoconferencing. This uses audio and video to bring people at different sites together for a 'virtual meeting'. This could be communication between two people at different sites (point-to-point); or could involve several people from sites all over the world (multi-point). Video-conferencing allows you to access markets that were previously unreachable, and also reduces the cost and time involved in setting up meetings.

Applied Software Engineering is taking this innovation a step further, with the introduction of its JustMeet videoconferencing service. JustMeet has all the advantages of the established videoconferencing technology; it is useful for when a live conversation is needed; it enables many people to 'meet' from different sites; and it saves on time and travel cost.

The JustMeet service provides a virtual conference environment. Unlike standard videoconferencing, JustMeet allows you to view each conference room in 360 degree vision, giving the standard video conference a unique 3D effect. It provides many dynamics of a real meeting, concentrating foremost on human interaction. At the click of a mouse, you can scroll to see different people within the room, therefore gauge the overall atmosphere of the meeting. This is a powerful tool, as research suggests that body language accounts for more communication than the words spoken.

Mike Darby, Director of Applied Software Engineering, says communication is the key to a successful business, 'effective meetings are not about reading out lists of bullet points, or interminable conference calls where you can't even work out who's speaking. This service gives participants a real sense of shared

experience and an opportunity to interact in a way that replicates a real-world meeting.'

JustMeet is bringing videoconferencing to a new level, helping to make cost, time, and travel factors when arranging meetings a thing of the past.

*For more information on JustMeet and Applied Software Engineering, or a free demonstration, contact Mike Darby on 01978 721613, or fax on 01978 721618. Alternatively, you can email [mdarby@justmeet.com](mailto:mdarby@justmeet.com), or visit the website [www.justmeet.co.uk](http://www.justmeet.co.uk).*

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