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PlaceWare Article by Mike Hayden, February 28, 1999

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### ***Introduction.***

PlaceWare Inc., recently announced its PlaceWare 3.0 *Conference Center* software that delivers “live” Internet presentations in real-time to audiences anytime, anywhere. Presenters, without leaving their offices, use the *Conference Center* and the Web to broadcast just-in-time information and training to participants’ desktops.

Web-based, real-time conferencing is becoming an important part of corporate communications. Companies, large and small, use web conferencing to reach customers, prospects, and employees. Web-based conferencing speeds the flow of information while slashing the time and expense of traditional training.

With PlaceWare’s browser-based web conferencing, there is no need to deploy 100’s of clients. *Conference Center* does not require installation of time-consuming downloads. (Other products can require large clients up to 30 MB.)

Both presenters and attendees can sign on to a Web Conference in just seconds. Presenters simply type a URL, then drag-n-drop their PowerPoint® presentation into *Conference Center*. Participants simply type a URL into their browser.

PlaceWare has added many new features as a result of working with their customers. By focusing on ease of use, PlaceWare is in good position to lead the market.

### ***PlaceWare’s New Product for Smaller Groups.***

*Conference Center* popularized the *Auditorium Places* software that supports large events, structured interactivity. PlaceWare 3.0 now offers new software called *Meeting Places* for small events. Here’s how they differ:

*Auditorium Places* is preferred for structured seminars and training because it’s optimized for presenting to groups of up to 1,000. Presenters control interactivity levels to gauge audience reaction and to enhance understanding.

*Meeting Places* is best for smaller collaborative meetings and unstructured presentations. Presenters can lead a workgroup environment or turn control of individual tools over to attendees for an enhanced collaboration.

### ***New Features for Presenters.***

*Conference Center* is interactive. Presenters use real-time polling, chatting, and live Q&A to keep participants actively learning. *Conference Center* supports multiple

presenters in multiple locations. Meanwhile, moderators can answer participants' questions without disrupting the presentation.

Some of the new features for presenters include the following: *Drag and drop PowerPoint Slide* lets you single-step your slide uploads to reduce upload delays to near zero. *InstantConnect* connects participants to the *Conference Center* in just seconds.

For content flexibility and increased impact, *Streaming Video and Audio* lets you include pre-recorded audio and video in a web conference. *SnapShot* lets the presenter capture and present any application screen. You can also select URLs on-the-fly and display their pages quickly. You can show prerecorded software demonstrations during a web conference. Further, you can add content on-the-fly to existing presentations, then change, merge, save and print the new presentations.

Also, *Conference Center* can replay a conference call, synchronized with the visuals.

### ***Scaleable Platform.***

*Conference Center's* message system tolerates slow connections without impacting other participants' experiences. This allows consistent collaborative communication over intranets and the Internet.

*Conference Center* offers a scaleable platform that supports up to 1,000 concurrent users, giving presenters flexibility with audience size. In October 1998, PlaceWare hosted the industry's largest Web conferencing event, where over 400 participants interacted during a two-day seminar.

*Conference Center* supports many conference call providers, plus broadcast audio, from companies such as Real Networks.

### ***Conference Center Traverses Firewalls.***

*Conference Center* crosses corporate firewalls to directly access web conference participants. This feature lets companies promptly communicate to people on either side of the corporate firewall.

PlaceWare's software is 100% Java-enabled, firewall compliant, requiring no explicit firewall policy changes. Also, *Conference Center* selects the most efficient communication algorithm for each firewall. Thus, users gain quick access to a conference with optimized performance.

### ***Pay-Per-Event Hosting.***

PlaceWare *Conference Center* allows hosting on a "pay-per-event" basis. This allows companies to transfer time-critical information while saving the expense of special communication tools and support.

*comLinx.com* handles pay-per-event logistics including invitations, registration, presenter training, moderator assistance, hosting and broadcast. Their service includes 24-hour access to the presentation and teleconference via secure web site. Participants need

only a Java-enabled Microsoft or Netscape browser and 28.8 modem. Plug-ins are not required.

### ***PlaceWare's On-line Seminar Series.***

PlaceWare hosts an on-line seminar series on Tuesday and Thursday throughout the year. Recently, over 800 attendees participated in an on-line seminar entitled, "*Three Roads to Learning Futures.*" (Elliot Masie, a technology pioneer in learning and organization development presented the seminar.) Over 400 participants interacted in the PlaceWare *Conference Center* during this two day seminar.

Later this year, Brandon Hall, Ph.D., will use PlaceWare to host a presentation on Technology Based Training.

For more information, visit [www.placeware.com/company/seminarcalendar](http://www.placeware.com/company/seminarcalendar).

### ***System Requirements.***

PlaceWare *Conference Center* requires a Pentium-based PC running Microsoft Windows 95, 98 or NT; a Sun SPARC Station running Sun Microsystems Solaris 2.X; or HPPA-based Hewlett-Packard workstation running HP-UX 10.10. The browser can be Netscape Navigator 3.01 or later, or Microsoft Internet Explorer 3.01 or later.

The server requires a Pentium-based PC running Microsoft Windows NT or a Sun SPARC Station running Sun Microsystems Solaris 2.X. Any Web server that supports the serving of Java applets can also be used.

### ***Availability and Pricing.***

PlaceWare 3.0 *Conference Center* is currently in controlled release. First customer ship scheduled for March 1, 1999. Prices start at \$2,200 for 10 concurrent users.

### ***About PlaceWare Inc.***

From its Xerox PARC heritage, PlaceWare draws upon seven years of development to enable companies to reach people anywhere, anytime with "live" interactive Web presentations. PlaceWare's customers include Cisco, IBM, FORE Systems, Nortel Networks, Sun Microsystems, Hewlett-Packard, Symantec, Synopsys, Remedy, Ingram Micro and GTE. For more information on PlaceWare, visit <http://www.placeware.com>.

### ***Competitive Products***

Before buying, you may wish to compare PlaceWare 3.0 *Conference Center* with competitive products offered by MS MetMeeting. Centra Symposium, ILINC.

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