

White Paper



- ✓ **Online Meetings**
- ✓ **Document Collaboration**
- ✓ **Desktop Sharing**
- ✓ **Instant Messaging**
- ✓ **Review, Redline & Markup**
- ✓ **Free, Universal Viewer**

Your team is only a mouse-click away!

Table of Contents

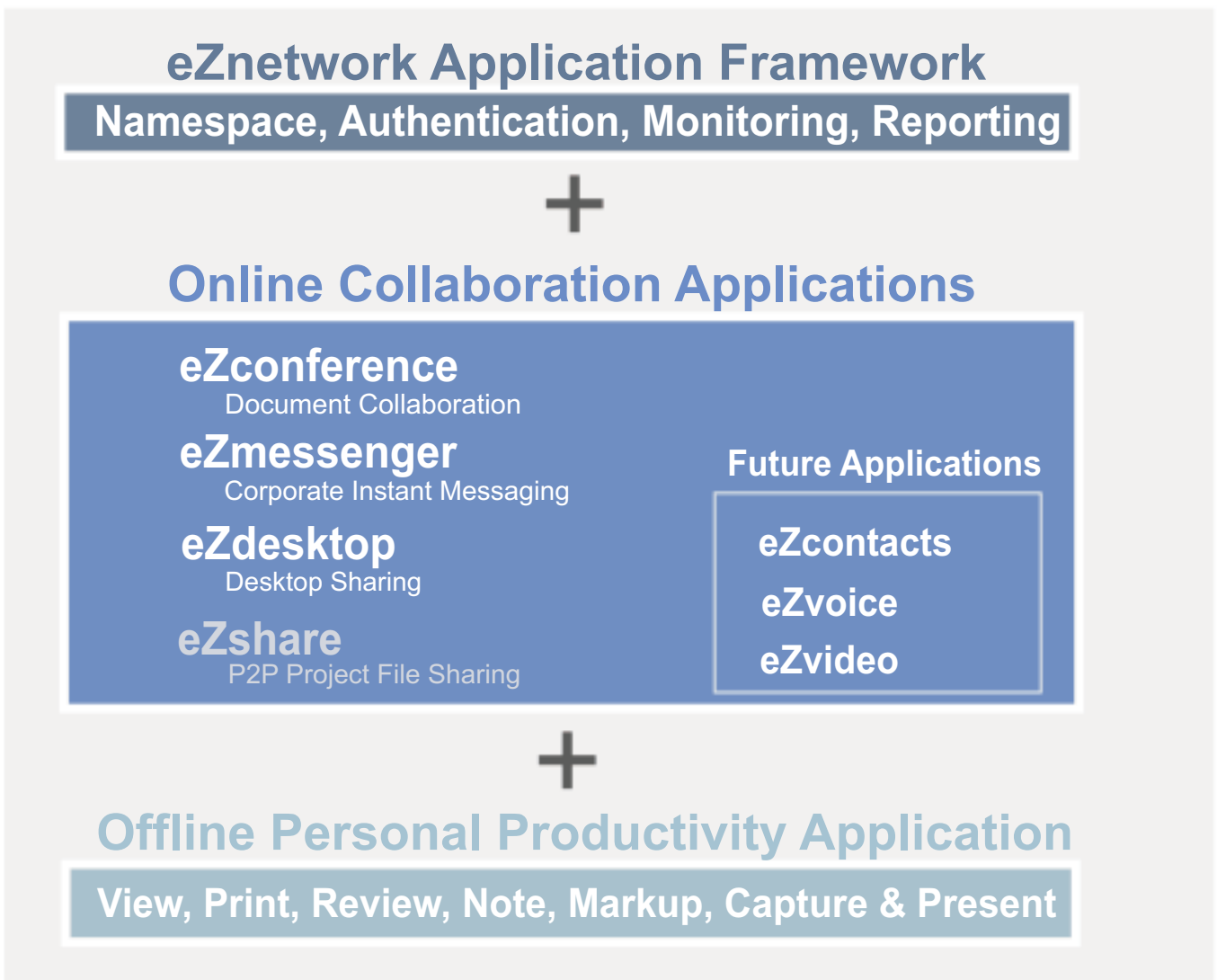
I.	eZmeeting – Products & Services Overview _____	3
	A. eZnetwork Application Framework _____	5
	B. Collaboration Applications _____	7
	eZconference _____	7
	eZdesktop _____	11
	eZmessenger _____	13
	eZshare _____	15
	eZvoice _____	17
	eZcontacts _____	18
	eZvideo _____	18
II.	Customer Success Story: Dykeman _____	19
III.	Competitive Analysis _____	21
IV.	Company Overview _____	27
V.	Conclusion _____	30

People Working Together Easier and Faster

eZ is a new and better way for people to work. It represents a fundamental innovation in human communication and collaboration, taking visual electronic data to a new level of connectivity and interactivity. The end result is a more effective and robust way for individuals and groups to work together on any subject or issue.

eZ empowers people with a personal productivity tool that lets them view, redline, markup, gather, and present information with unprecedented convenience and agility. It then delivers, with point and click simplicity, the world's most powerful data conferencing and information sharing platform. No other solution provides this level of functionality. eZ goes beyond email and other information sharing methods to a new level of safe, instantaneous data communication and collaboration. It performs with the same speed and ease as today's phone conversations. eZ makes sharing and working with any electronic information much simpler and faster for people.

eZ is a blend of productivity and collaboration technologies combined into one simple to use service. eZ is designed around 3 basic areas of end user impact as diagramed below:



More Productive Form of Communication

The eZnetwork Application Framework gives customers simple, secure connectivity for all relationships inside and outside the enterprise. It delivers exceptional control and convenience to IT administrators and departments. One key competitive advantage made possible from the framework is eZmeeting's extremely customer-friendly floating license management. eZ delivers the convenience and cost efficiency of letting end user demand dictate necessary licensing levels.

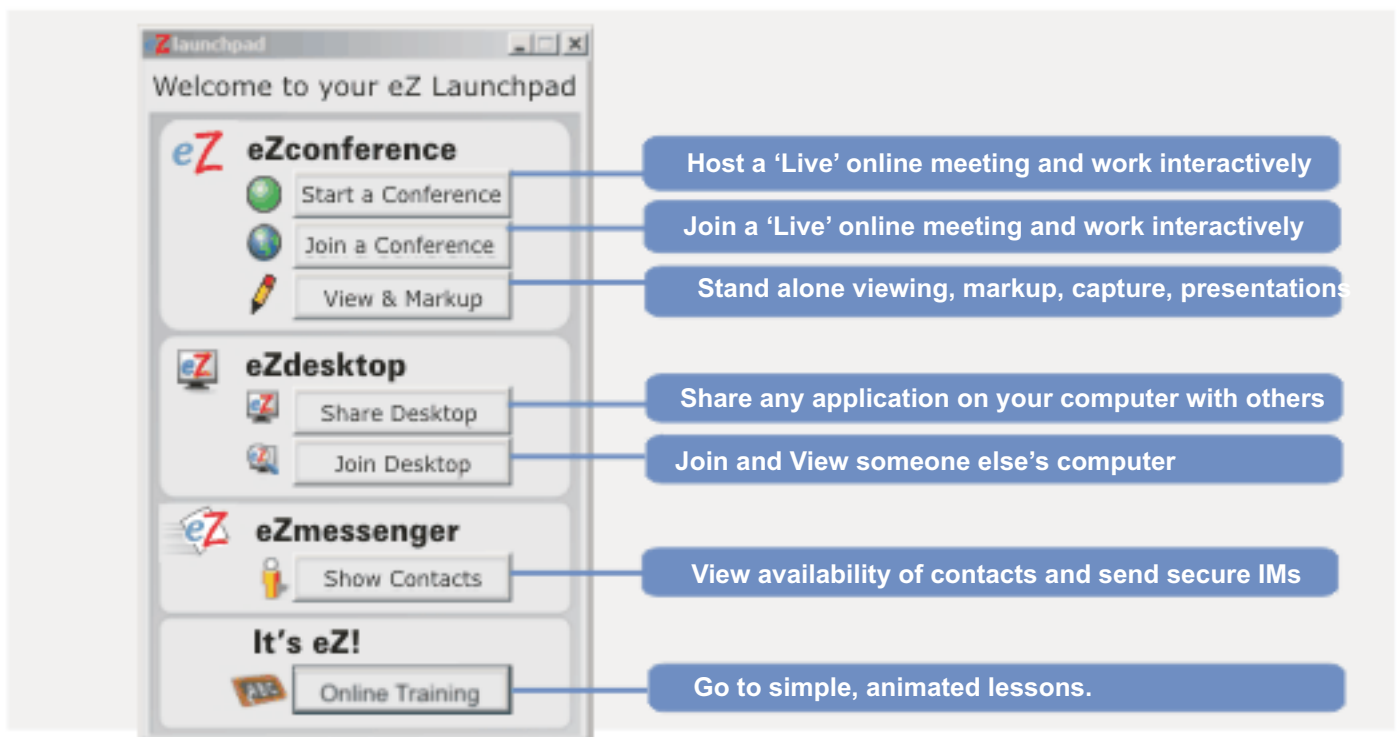
Currently three collaboration applications are leveraging the eZnetwork framework. **eZconference** is a patent-pending, real-time document collaboration application. The second, **eZdesktop**, is a real-time desktop sharing application. The third, **eZmessenger**, is a secure corporate instant messaging solution. The eZnetwork framework has been built to allow for easy expansion into additional applications such as contact management, voice conferencing and video conferencing.

eZconference is the connectivity and productivity application that distinguishes eZ from all other competitors. Its performance and flexibility is unmatched. This application is a real workhorse productivity tool that people use all day long both online and offline.

eZdesktop is similar to services such as WebEx and Microsoft Office Live Meeting. eZdesktop has the advantage of being simpler to use, lower cost, and more flexible. eZmessenger integrates a corporate instant messaging application that leverages the same 'friendly-name' connections for presence, discovery and connectivity as the other eZ collaboration applications.

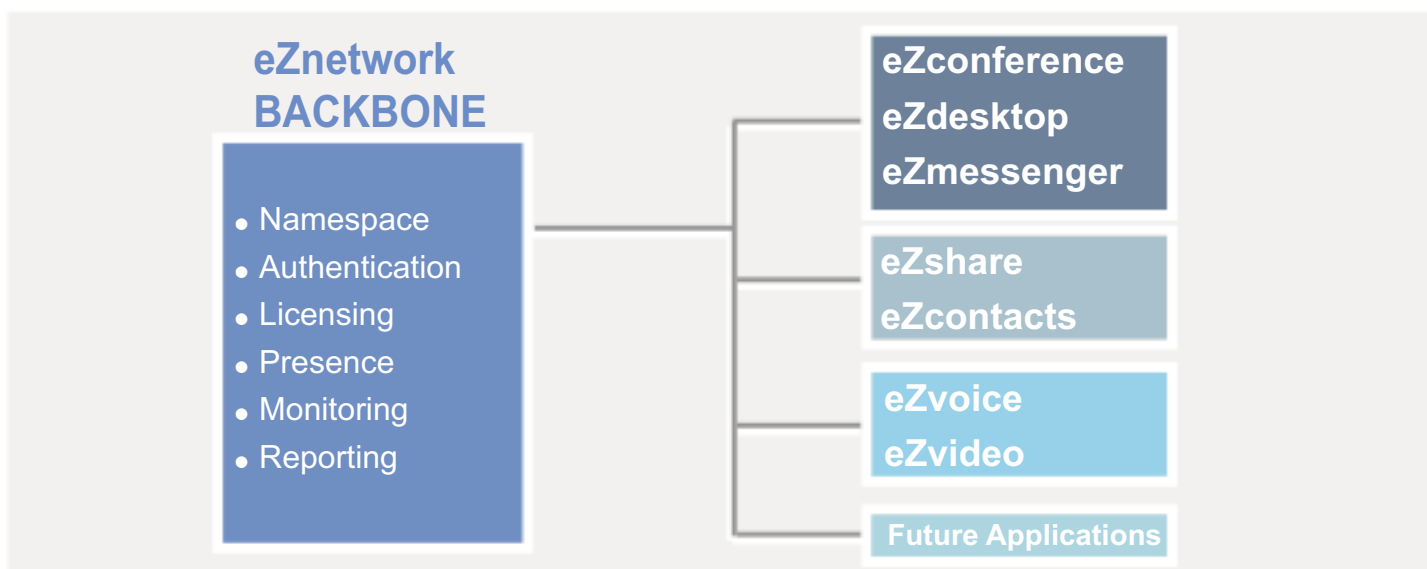
Simple for Everyone - The eZ LaunchPad

Users access these various collaboration applications from the simple-to-use eZ LaunchPad. From here all activities can be accessed with a click of the mouse. Anyone can do it!



ASP Infrastructure

eZnetwork is an extensible framework providing namespace, authentication, licensing, presence, monitoring and reporting. Each application in the eZ suite leverages eZnetwork for simple “friendly-name” connections, firewall navigation, and licensing. Future collaboration applications will take advantage of eZnetwork’s connectivity, and even non-collaborative software applications can use eZnetwork’s full-featured licensing controls. Also, the framework allows for multiple domains beyond eZnetwork.



The eZnetwork application framework provides:

Directory Services

Friendly name registration and lookup, enabling simple-to-use collaboration

Security

Authentication of network users and, optionally, users' devices; and digital file identity verification and modification auditing; PKL-based key exchange on file transfer

Licensing

Concurrent (floating) and seat license control management and monitoring; discreet licensing states: active, notified, grace, terminated; auto-notification by email and application alert of pending expiration; overage tracking by minute or by user

Group Creation

Project, team, department, or other-based grouping of users into named groups, enabling assignment of documents and meeting records to user subsets

Metadata

Rich and rapid search capability for existing documents and meeting records by keyword, user, group, etc.

Administrative Commands to Client Software

Auto-software updates; auto-messaging by discreet group; diagnostic queries

Low Cost Infrastructure

Peer-to-peer/server architecture leverages local resources to drive majority of activity.

The eZnetwork application framework consists of:

eZnet Broker

- Application gateway and middleware
- Relational database
- Full text and search engine and resulting index
- Cryptography engine
- PKI authentication infrastructure

eZnet Proxies

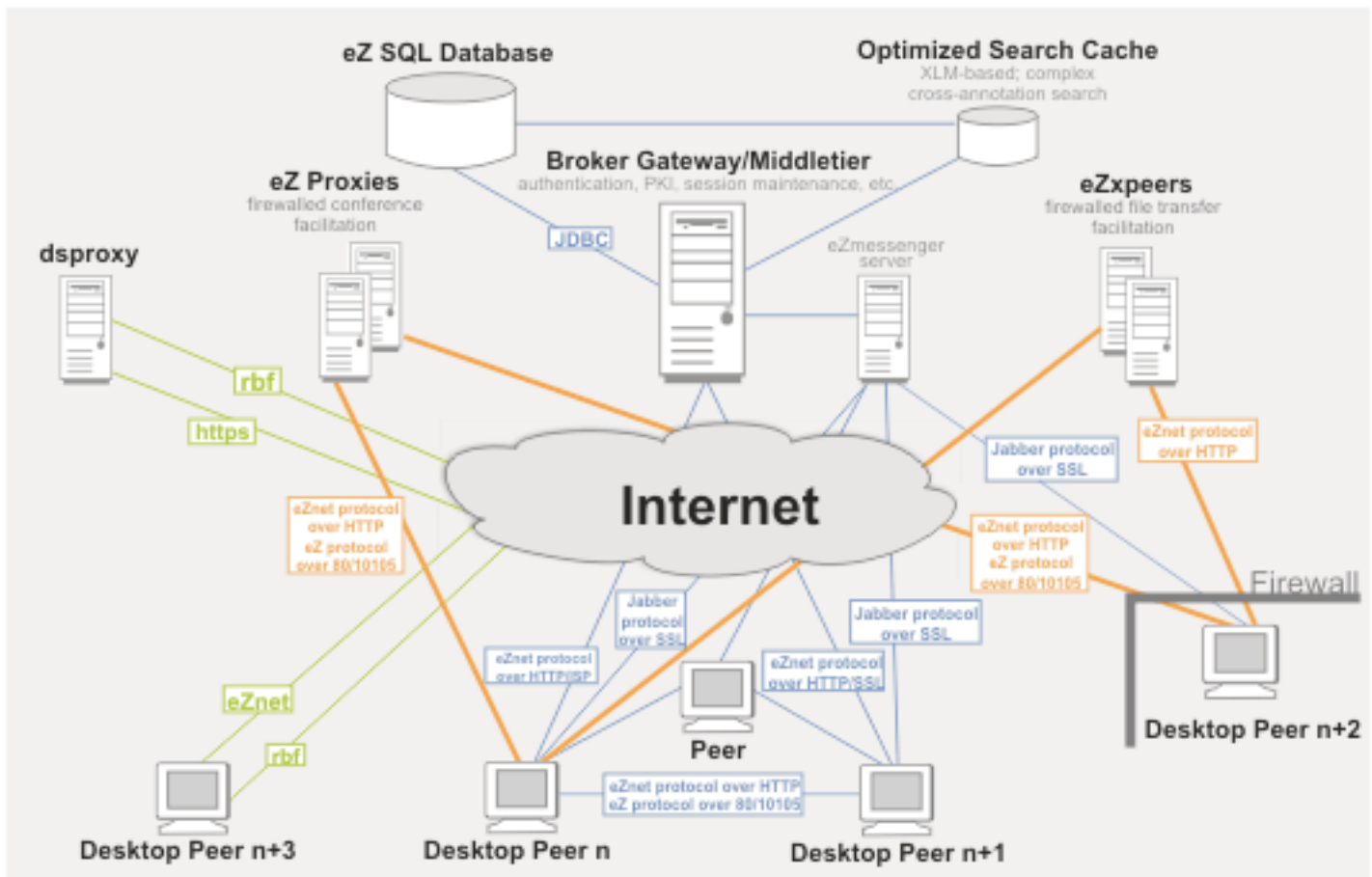
- Arrays of application-specific proxies to facilitate collaboration sessions between firewalled clients

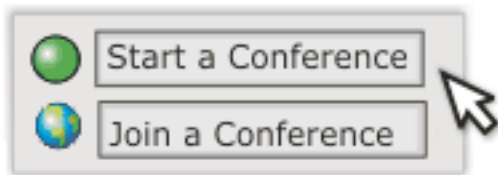
eZmessenger Server

- eZmessenger application server for secure Instant Messaging

Client Component

- eZnet daemon resides on user desktop and acts as the interface between the eZ applications and the Broker services
- Outgoing-only network traffic and firewall/proxy navigation/negotiation
- Ready for incorporation of other applications into the network framework, enabling applications to leverage eZnet services





'Live' Document Collaboration

View and interactively share virtually any document 'Live' with anyone, anywhere. No other solution provides such speed, convenience and functionality in one simple-to-use application. eZconference takes graphic and text communication to a new level of instantaneous performance and connectivity. eZconference is a great way for people to work together.



John

Mike

Fred

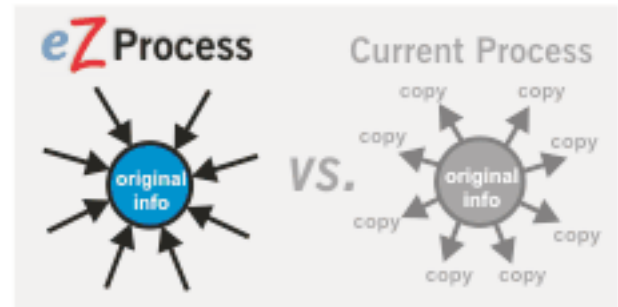
- Markup and redline with others 'Live' on any document
- Snapshot anything and share instantly
- Scan paper images directly into meetings
- Create .eZ compound files for simple presentations
- Simple, direct file transfer of any type file

eZconference is unlike anything else available on the web conferencing market. It has clear advantages collaborating in real-time at all bandwidths including dial-up modems. eZconference provides for end users one simple, comprehensive platform to connect with others and collaborate instantaneously on any subject. Its unique peer-based client/server design delivers a level of interactivity and performance that cannot be matched by browser-based collaboration solutions. Individuals and groups can instantly gather and have productive, visual meetings with the click of a mouse. eZconference provides a rich set of meeting tools that make it simple to present, save and recall meetings.

Host-in-Control Design

- Collaborate on original without having to copy.
- Host owns and controls all conference information.

eZconference's unique design allows organizations and individuals to keep all conference documents at the computer or server from which they originate. Because there is only one true source for collaboration, everyone sees exactly the same thing, at the same time.



Multi-User, Real Time Interaction

- All meeting members provided interactive tool set.
- Coordinated markup tied to individual meeting members.

View and markup Microsoft Word, PowerPoint and Excel files, Adobe PDFs, digital photos, CAD drawings, digital graphics, screen captures and 3D models. All files can be shared in one conference or multiple conferences. All participant interactions are instantaneous for a more natural workflow.



Multi-Location Document Collaboration

- Host conferences in different locations simultaneously.
- Contribute files to a single conference from any location.

No other solution provides the power and flexibility of eZconference's ability to handle information from any location simultaneously. This empowers all participants to respond and contribute with maximum speed and convenience. eZconference is unbeatable for assembling intellectual capital in an interactive environment.



Interactive, On-the-Fly Presentations

- Combine different file types into one .eZ Presentation.
- Universal viewer allows quick and easy contributions.

eZconference takes presentations to a new level of interactivity, flexibility and performance. End Users are not limited to only PowerPoint slides as a form of presentation. With eZconference you can easily add information into your presentation from virtually any source. Presentations can be created before or even during a meeting. Nothing is simpler, faster or more effective for showing others your ideas.

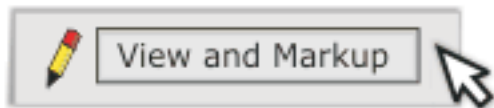


Direct File Transfer

- Transfer any type of digital file.
- Simpler, faster and more secure.

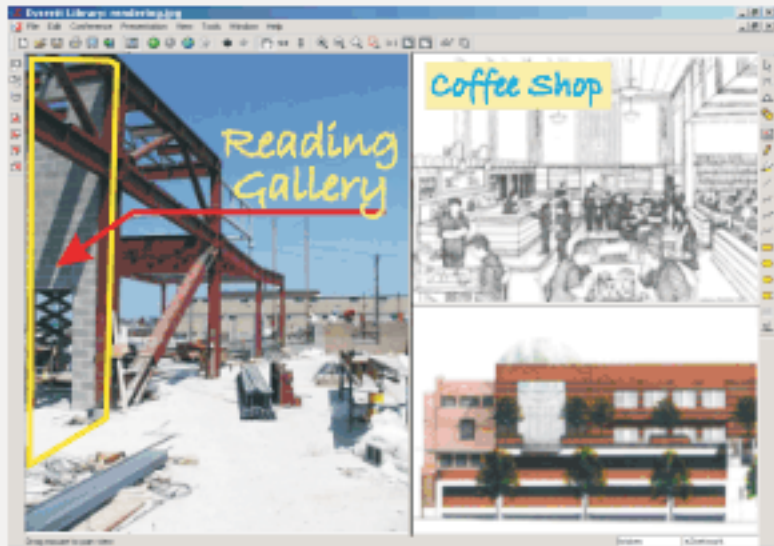
eZconference is faster, more efficient, and safer for exchanging files than email or FTP. End users have greater convenience and reliability when moving digital files back and forth between various team members.





Personal Productivity Application

Powerful tools that are available at any time. eZconference is a lot like using pencil and paper, except you are working with electronic information. Everyone gains a “John Madden” like ability to easily sketch and illustrate their points. eZ takes people’s computer skills to a new level of performance and convenience.



- **High- Performance Viewing**
- **Superior Redline and Markup Tools**
- **View Multiple File Types from Various Applications**
- **Combine Multiple File Types into .eZ Compound Files**

eZconference not only provides the simplest and fastest connections between people, but doubles as a stand alone productivity tool. It is a workhorse that continues to work for you all day long, whether you are connected to other people or not. eZconference gives users simpler and faster access to the information on their computer. End users gain important new capabilities in gathering, marking up, sharing and presenting information. The ease-of-use factor makes it readily available for everyone in an organization, regardless of their technical skill level.

Offline, eZconference has qualities of both Adobe Reader, Adobe Acrobat, and Microsoft PowerPoint. With eZ, it is even easier to gather information and save it into a free, universally viewable, printable format. Users are provided with an exciting new experience when working with their computers. eZconference combines some of the most important functions of peoples’ daily working lives into one simple-to-use universal system. It costs less to use and its easier for everybody to master.

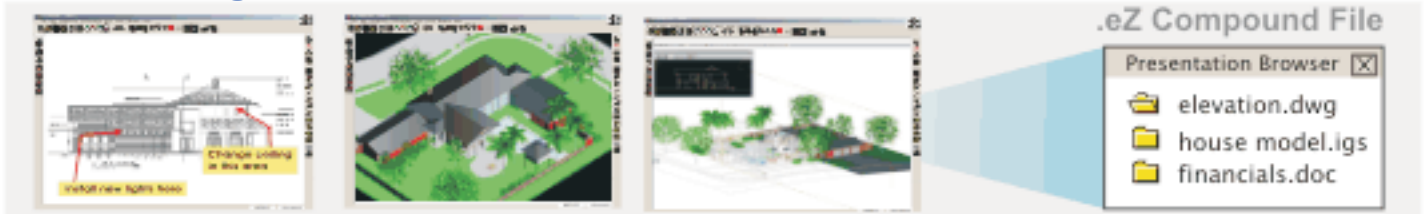
The universal viewing aspect of eZconference takes it well beyond Adobe Reader in functionality and flexibility. It works well with the PDF format, but also goes to the next step by freeing users from the limitation of having to convert and share information into only one format. eZconference is more convenient for quickly gathering and sharing all different types of information. It makes it simpler and faster for individuals and groups to work with practically any information.

Review & Redline



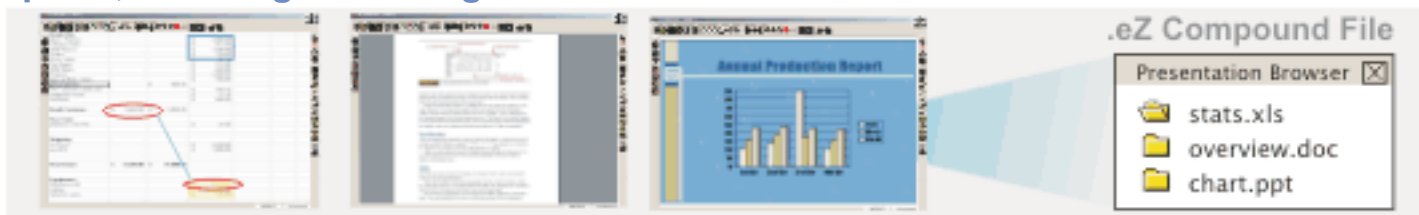
As a **review and redline application**, eZ's extensive markup and annotation functions include tools for entering text, highlighting, drawing lines and shapes. Like drawing on a transparent overlay, eZ lets you draw and make notes on top of your original document without any danger of corrupting the original data. Markups are saved along with the original data as part of an .eZ compound file.

Create and Organize Presentations



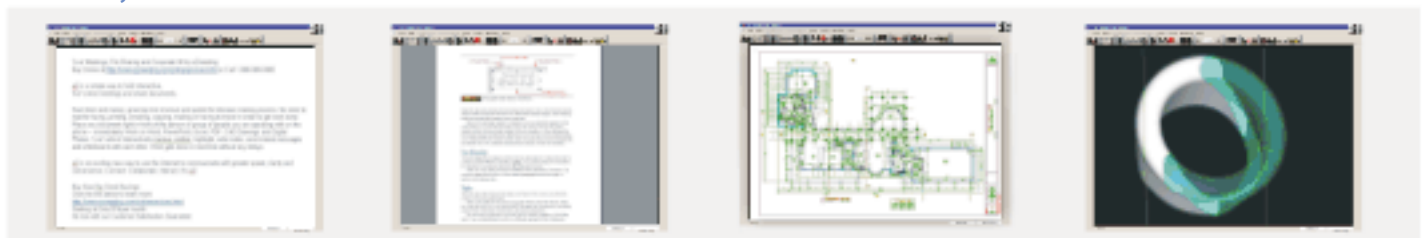
eZ is a great tool for **creating and organizing presentations**. Gather all of your information into one place with eZ's Presentation feature. Build a slide show made of various file types such as Word, Excel or even PowerPoint files. Insert PDF files, digital photos and your own whiteboards. All of these different types of data can be organized and saved as one .eZ compound file. eZ is simpler than PowerPoint at creating quick, high-quality presentations to be delivered in person or 'Live' over the Internet.

Capture, Planning and Delegation

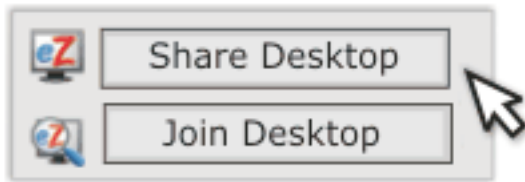


eZ is an excellent **planning and organizational tool**. Gather all of your information into an eZ compound file. Markup and annotate any information: show changes, areas to improve, make suggestions, etc. This marked up information can be saved and used for review and follow up.

Flexible, Free Universal Viewer

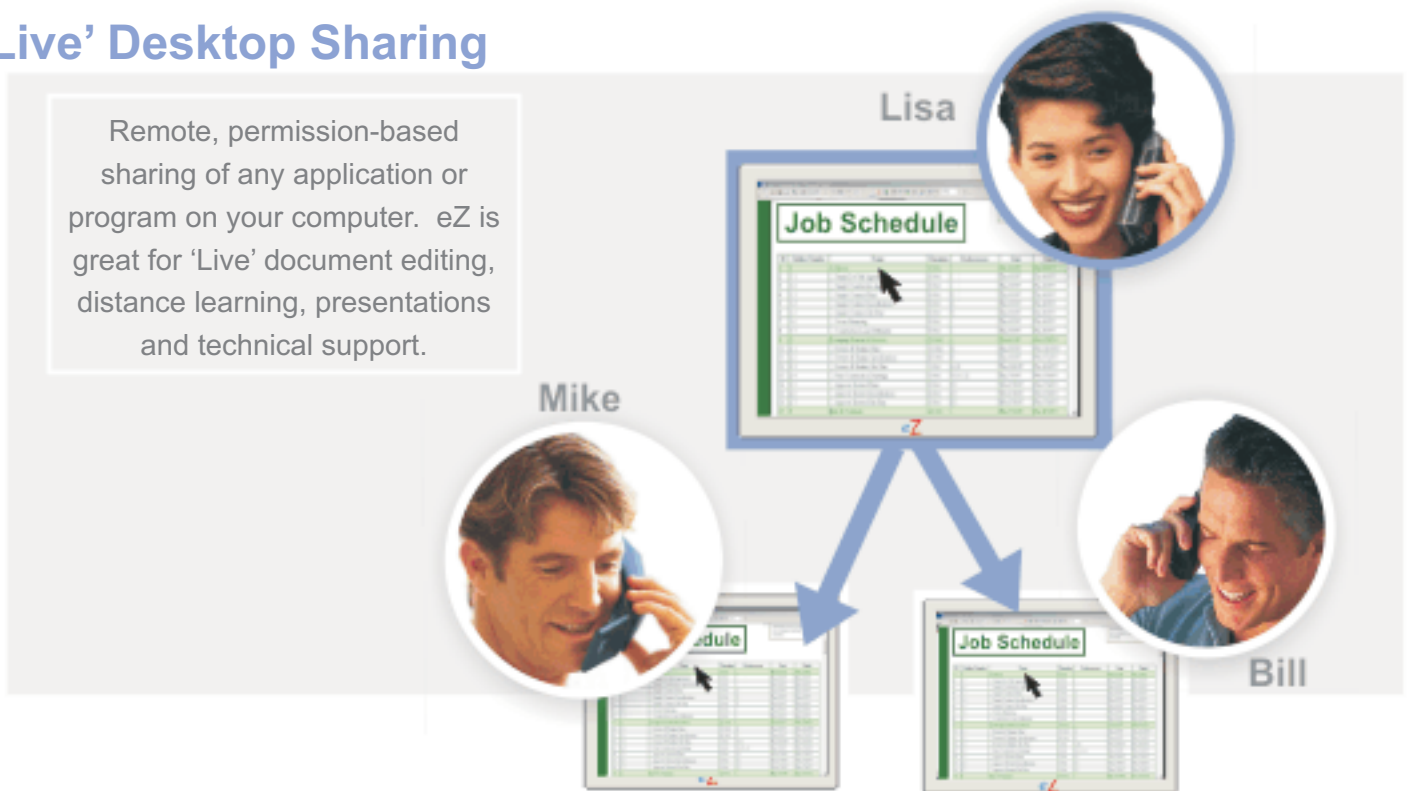


As a **flexible, high performance viewer**, eZ supports over 20 specialized file types from PDF documents and JPG photos to CAD drawing and 3D Models. Powerful viewing tools allow you to rotate, zoom in, pan, etc. eZ's built-in File Browser allows you to quickly scan through your computer or network folders. Also, the Presentation Browser allows you to easily examine and export all parts of a compound .eZ document.



'Live' Desktop Sharing

Remote, permission-based sharing of any application or program on your computer. eZ is great for 'Live' document editing, distance learning, presentations and technical support.



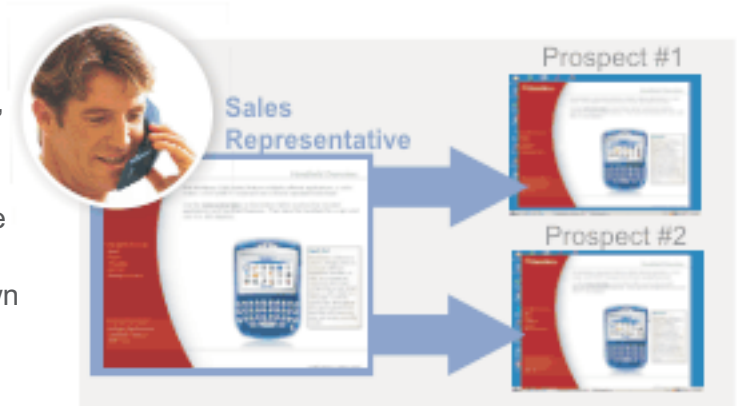
- **Share any application on your computer**
- **Share all or part of your screen**
- **Permission-based remote control of desktops**
- **Simple for others to join**

eZdesktop is a simple way to share or access a PC from anywhere via the Internet. Users can invite others to view all or part of their desktop as they work. Others can connect to your PC or you to theirs with the click of a mouse. You have the option of granting others mouse and keyboard control of your desktop if needed. With an internet connection, you can remotely connect to others and access applications, edit files and work, as if you were sitting at their PC.

eZdesktop is a password-protected environment which grants only permissioned users to access the host PC. The performance and experience of an eZdesktop conference is very similar to the web conferencing services by WebEx and Microsoft Office 'Live' Meeting. eZdesktop's version is simpler and faster to connect with and delivers more flexible functionality at a fraction of the cost.

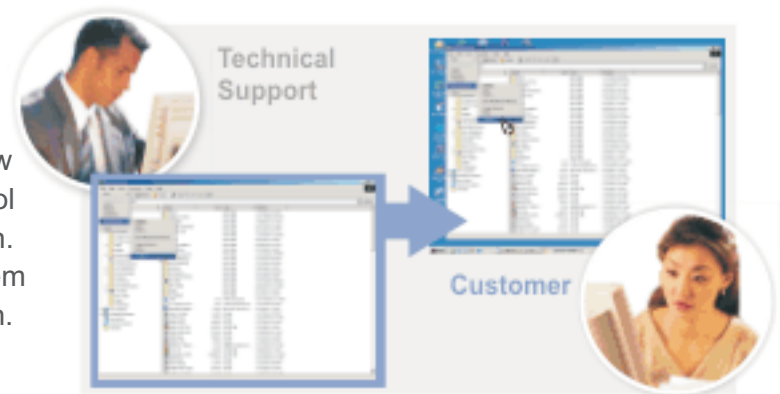
Remote Presentations

eZdesktop is a great tool for product demonstrations, reducing the dependency of needing to travel to remote locations in order to present to prospects. Communicate with others as if they were in the same room. Show software applications, websites, contracts, spreadsheets, whatever needs to be shown to get your points across. The experience is smooth and natural for both the presenter and the audience.



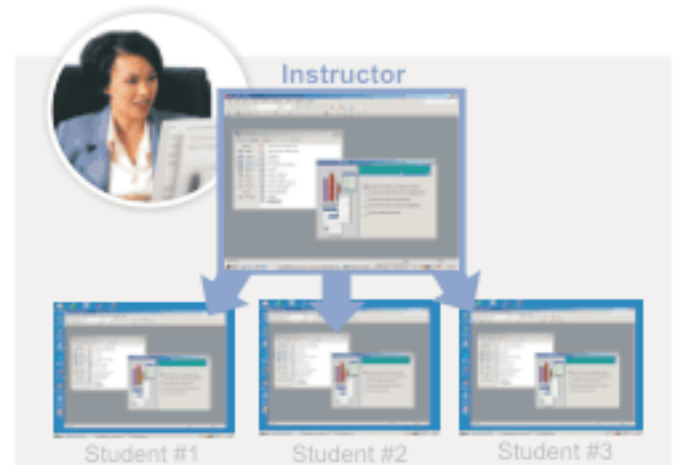
Interactive Technical Support

eZdesktop makes technical support to remote users and customers a breeze. Support specialist can view a customer's/coworker's computer screen and control their mouse and keyboard for fast problem resolution. You no longer have to attempt to visualize the problem and blindly guide customer's/coworker's to a solution. eZdesktop drastically reduces support call times by reducing misunderstanding and user errors.



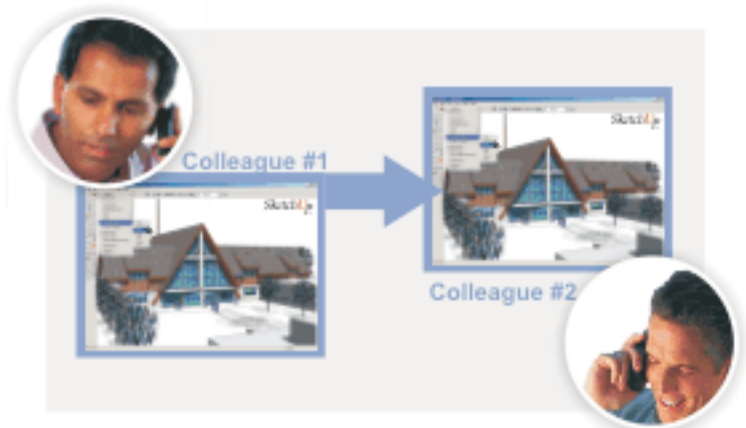
Long Distance Training

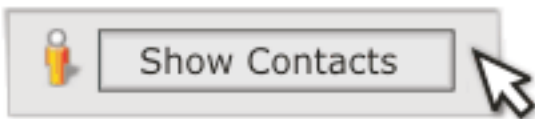
Train remote customers and employees with ease using eZdesktop. Instructors can teach students step by step procedures with clarity and speed. eZdesktop can greatly reduce the expense of training by conducting classes via the Internet to even the most remote locations. You can share any application or all or part of your screen. Participants see what you are doing in real-time.



Collaboration

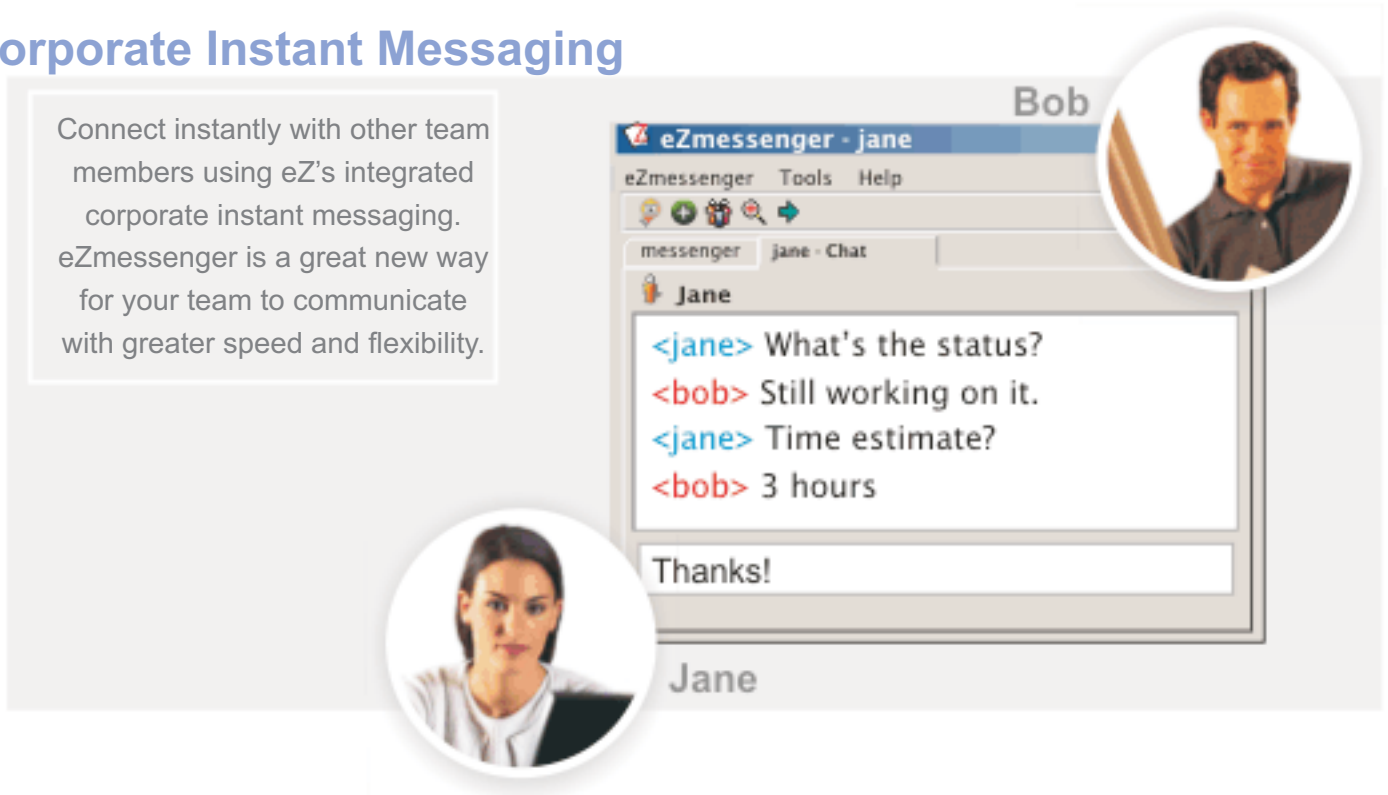
Collaborate 'Live' with eZdesktop. Discuss and edit documents jointly. Users can interactively share any application on their computers. People can work with each other on contracts, drawings, spreadsheets, websites, and any document or application on their computers. eZdesktop's functionality coupled with eZconference's provides an unprecedented experience for everyone when they collaborate together.





Corporate Instant Messaging

Connect instantly with other team members using eZ's integrated corporate instant messaging. eZmessenger is a great new way for your team to communicate with greater speed and flexibility.

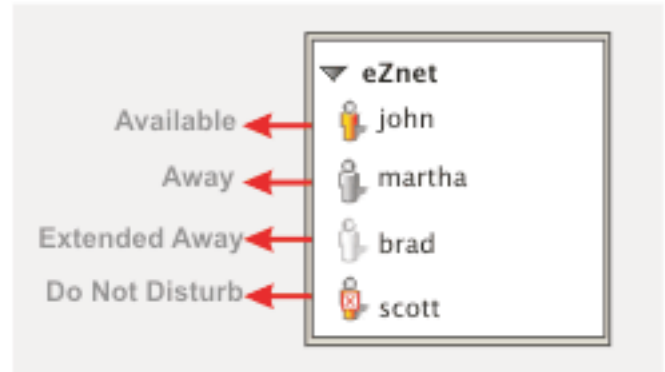


- **Business focused instant messaging solution.**
- **Form individual or group chat rooms and archive conversations**
- **Customers can sign up unlimited relationships.**
- **Collaborate quickly with co-workers.**
- **Advanced administrative controls and monitoring.**

eZmessenger is a business oriented form of instant messaging. Your team can take advantage of real-time, simple text messaging in eZnetwork's exclusive environment. It is simple for everyone to get started and use effectively. eZmessenger allows end users to set up groups, add contacts and invite important relationships to their own customized buddy list. Project teams can organize and communicate quickly and easily.

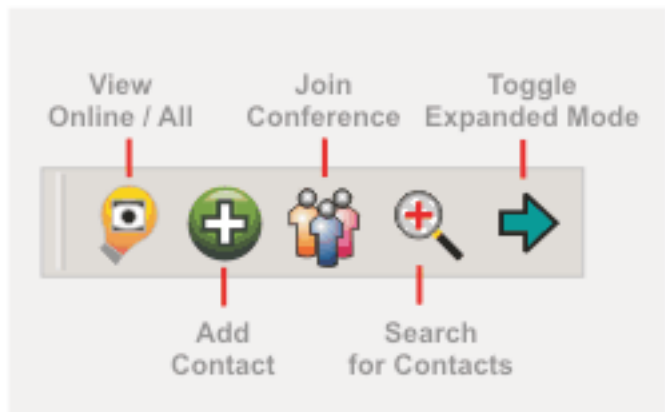
Presence Detection

eZmessenger makes it possible to see which other IM users are online and logged on, idle or listed as “away,” “busy,” “on the phone,” etc. Rather than leaving multiple messages for people on their cell phone, pager, email, etc., with eZmessenger you can send one message and receive an immediate response.



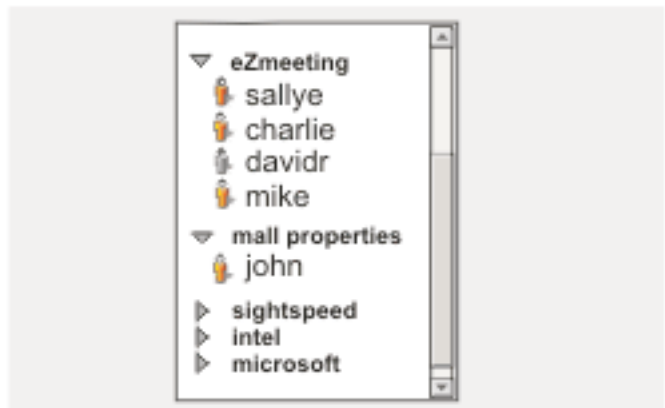
Intuitive User Interface

eZmessenger’s streamlined interface makes it simple to use. While eZmessenger incorporates the best features of traditional IM systems, it goes beyond these consumer-grade products to meet the advanced administration and security needs required by organizations. eZmessenger’s interface offers customizable status, prominent contact management and user-friendly controls. To eliminate distractions and security compromises, eZmessenger does not connect to consumer IM applications.



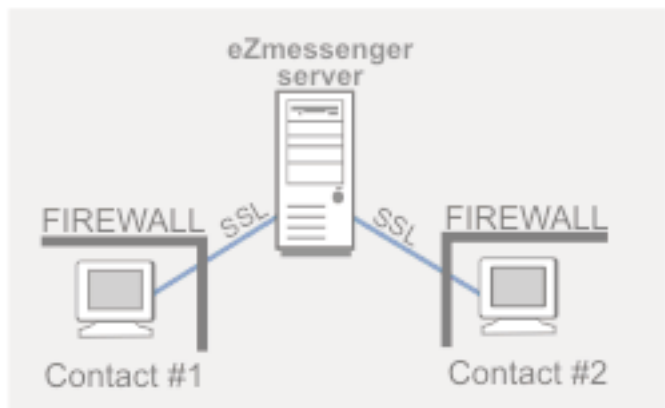
Advanced Administrative Capabilities

eZmessenger can be organized into domains and subdomains that mirror hierarchies and organizational structures within and outside your enterprise. Administrators can allow or disallow use of eZmessenger for each individual in their license group if desired.



High Security

eZmessenger’s platform has state-of-the-art firewalls and sophisticated security software to protect your intellectual property and digital assets. eZmessenger provides secure messaging, creating a secure network to connect to employees, partners, vendors and customers.

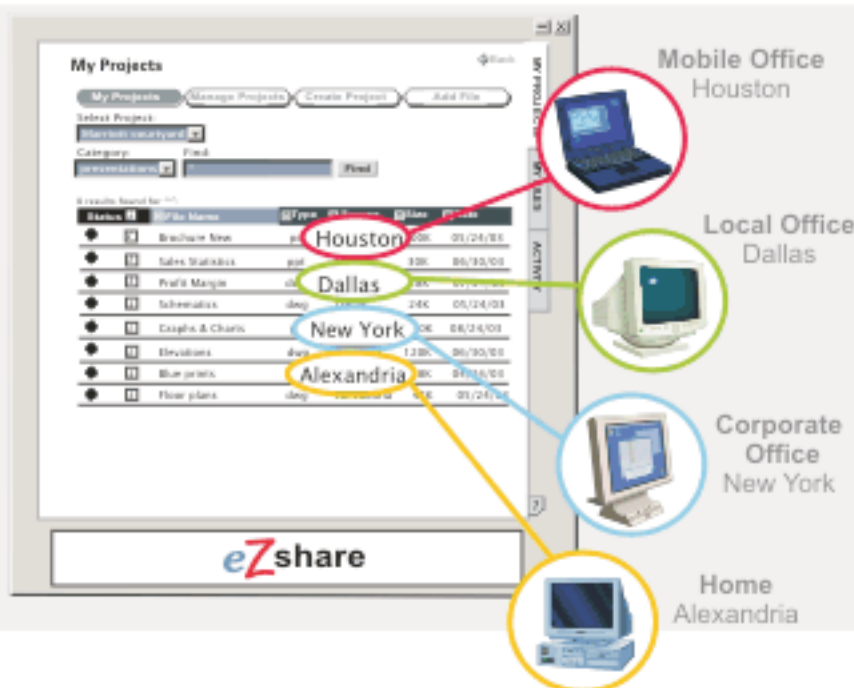


Future Applications



Peer-to-Peer Project File Sharing (Beta Project)

eZshare enables the secure sharing of project files among project and team members. Files from different users, in different locations can be accessed from across eZnetwork from one server or multiple-location servers or local machines. This provides for more convenient and much finer grained control for enterprise file sharing.



- Search for files by project, file name, file type keyword or category
- Mark files as Shared or Unshared with the click of a button
- Track current session activity
- Fingerprinting of files using SHA-1 hash
- Control file access by project or group
- Unlimited number of uploads and downloads

The core technology for the file sharing engine is complete and ready to be leveraged. It is designed so that a variety of file sharing applications can be developed on top of it. The technology is designed to give any Internet connected device in a member-based group or network the ability index, search, transfer and receive pushed digital assets.

eZmeeting has identified simple, project file sharing as the initial application to build. The purpose of this application will be to make it faster and more convenient for end users to share project files. This methodology will be more convenient and faster for end users than email attachments or FTP servers. eZshare is currently in Beta form as a browser object-based client interface. The company's next step is to build a non-browser based interface to dramatically increase performance and security.

Secure File Sharing

Project members are only allowed access to the files marked as shared. The software you have on your PC, your hardware and unshared files are not visible to any other members of the network. These files may be private and restricted to a select group of project members, or may be auto-published to all project group members. eZshare's digital hashing provides file identity and assures equality of the file source and the file destination. All transfers are facilitated by a triangulated PKI exchange with the eZnet broker.

Searchability

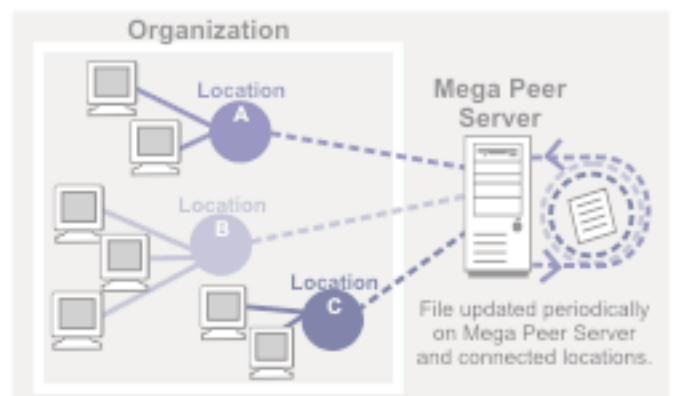
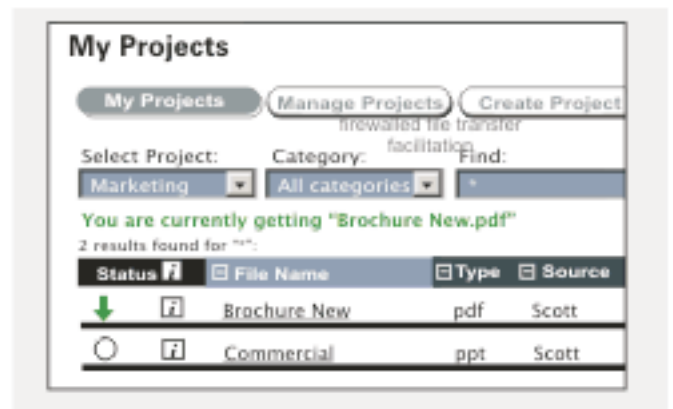
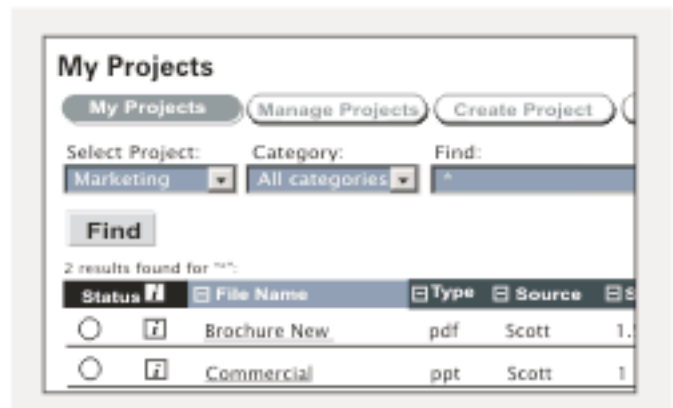
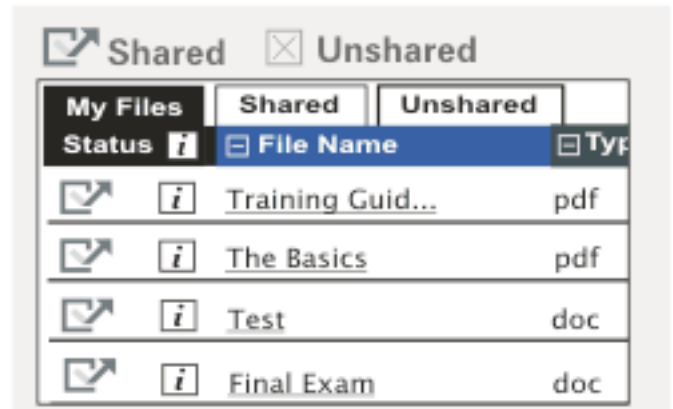
eZshare has keyword, category and description of files shared on the network for easy location by project members. Files may be searched for by the creator, name, type, date, keywords, categories, etc. Any files that have been modified since being shared will be flagged and an audit trail will be provided for tracing the file's modification.

Availability

The eZshare application can be closed and project members will still be able to see and access your files as long as you maintain an Internet connection. You can interrupt a project member's download of one of your files by terminating your Internet connection. If interrupted, as soon as the Internet connection is reestablished, eZshare will find the location without any user action, and will grab only the part of the file it needs.

Extensible, True Workgroup Architecture

Many file sharing scenarios can be built using the core file sharing technology. Large project teams could host master files on a central server (Mega Peer Server) and through administrator determined timed intervals, periodically update remote servers with the most current version of the master files. This enables much faster loading of large project files from local servers for end users working in dispersed workgroups.



Future Applications

Unlimited, Expandable Framework

The eZnetwork application framework is designed for unlimited capability for additional collaboration and productivity applications to be delivered to end users. These additional applications can be discreetly controlled as part of basic services or as plug-ins customers can access for an additional cost beyond the basic service. eZmeeting is also refining its existing API to open up plug-in development to independent third parties which will run on top of eZ's basic service.

The company has identified the following three applications for future development – **eZvoice**, **eZcontacts**, and **eZvideo**.



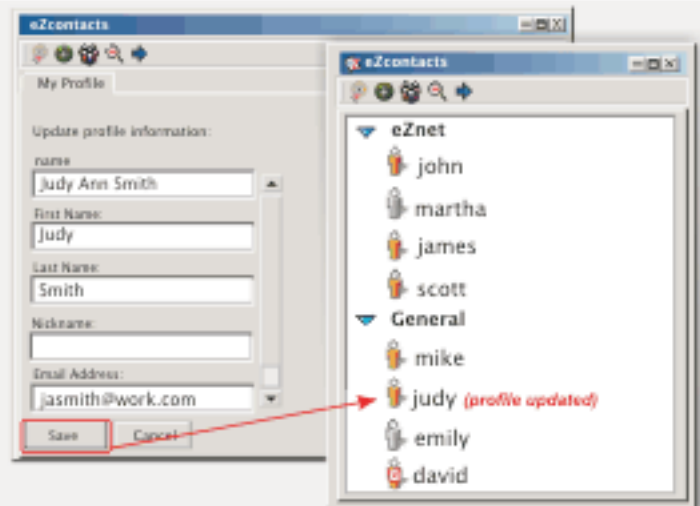
With eZvoice, you can add the audio component to all your online meeting and desktop sharing sessions.



A natural compliment to current eZ services is voice conversations of various types. Typically, the majority of these take place over traditional phone devices and services. VOIP is emerging to lower costs and potentially change the voice conferencing market even further. eZnetwork's application framework is built to easily add a voice conferencing application. This can be accomplished quickly with either a single or multiple strategic partnerships. eZvoice service will be offered at an additional cost to basic service.

eZcontacts

With eZcontacts, you always have the latest contact information. Anytime one of your contacts updates their profile the information is automatically updated in your contacts list.



eZmeeting has preliminary work done in designing a contacts management application. eZcontacts leverages eZ's peer-based client/server architecture to automatically update end users contact information as relationships update their information on their contact list. Administrators and end users have control of forming relationship groups that can be organized universally and discreetly. The eZcontacts application will be integrated as a fundamental part of all eZ collaboration applications. This combination allows for monitoring and reporting on various relationship activities. From this application end users can start or join any eZ application. eZcontacts will be included as a part of the basic eZ service.

eZvideo

With eZvideo, you can add the video component to all your online meeting and desktop sharing sessions.



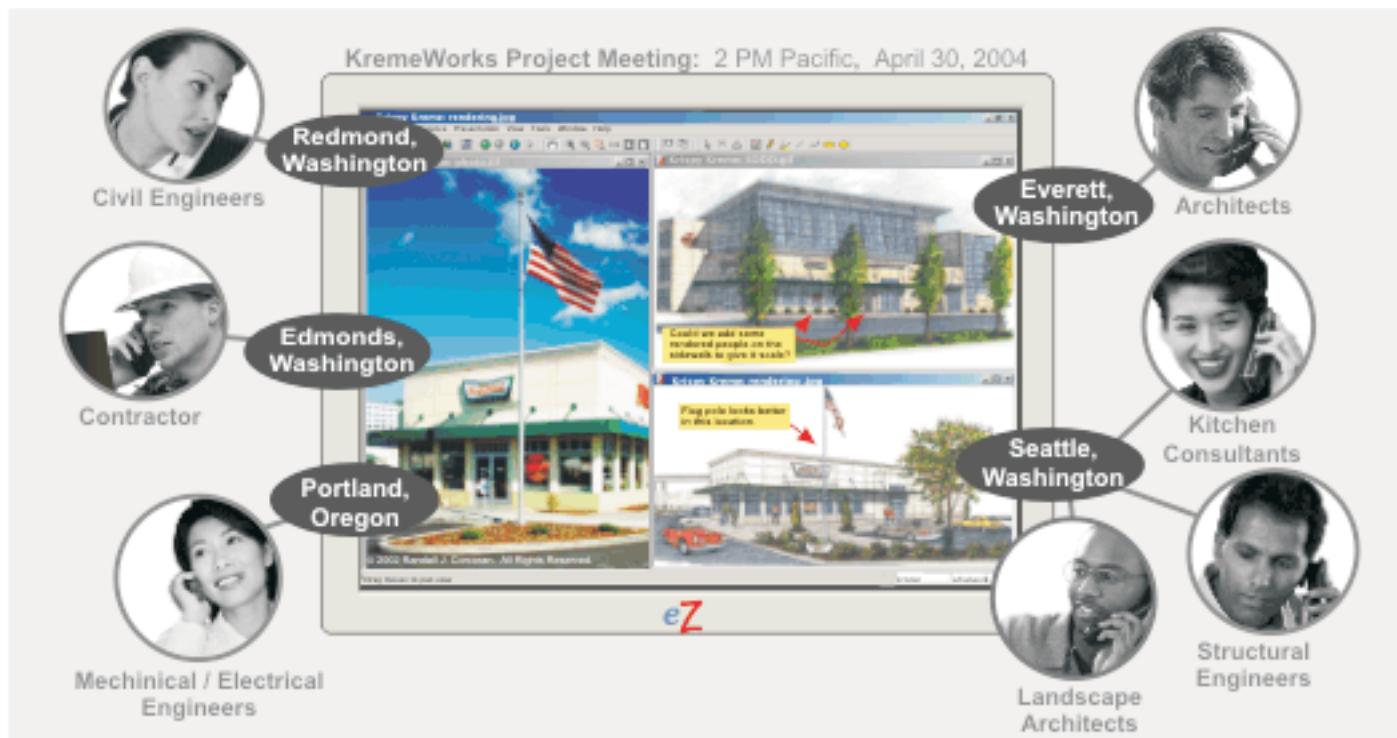
Another natural complement to current eZ services is video conferencing. Already some customers use eZ services in conjunction with their current video conferencing service. This can be easily integrated into the eZnetwork application framework. This can be accomplished quickly with either a single or multiple strategic partnerships. eZvideo service will be offered at an additional cost to basic service.

DYKEMAN INSPIRING EVERYDAY SPACES

An award-winning firm in Everett, Washington, DYKEMAN provides architectural, planning and interior design services for everything from commercial to residential projects. The illustration below represents a 'Live' eZ conference recently conducted by architect Tim Tweitmeyer working with his project team. Dykeman is leading the design and construction of a new prototype building for an important international client, KremeWorks, LLC, developer of the Krispy Kreme franchises for the Northwest U.S. and Hawaii.

The meeting consisted of 14 experts from 7 different companies in 7 different locations. In three hours, team members discussed cost-saving project alternatives and the implementation of important design changes before final approval by the client. With everyone interactively participating from their respective offices, the task was completed without the wasted time, expense and inconvenience of travel. Dykeman saved their customer over \$4000 in reimbursable expenses and got the job done faster.

A true story of a 'Live' DYKEMAN meeting



COST TO MEET IN PERSON	
3 Round-Trip Tickets to Seattle	\$ 600
1 Rental Car	\$ 150
4 Private Cars	\$ 250
Meals	\$ 300
28 Hours of Extra Work	\$ 2800
TOTAL=	\$4100

OR


TOTAL= \$299 monthly
Unlimited time
Unlimited meetings
Unlimited relationships

DYKEMAN uses eZ for:

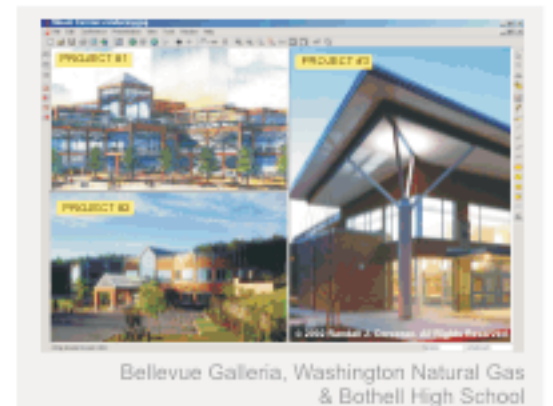
Team Meetings

Team members can meet in a totally interactive, visual manner that takes the firm's meetings to a new level of efficiency and productivity. DYKEMAN can dynamically present virtually any information for sharing and collaboration with others. eZ is both faster and more convenient than fax or email. It adds a powerful new edge to all voice conversations and greatly expands a team's capability to communicate on any issue.



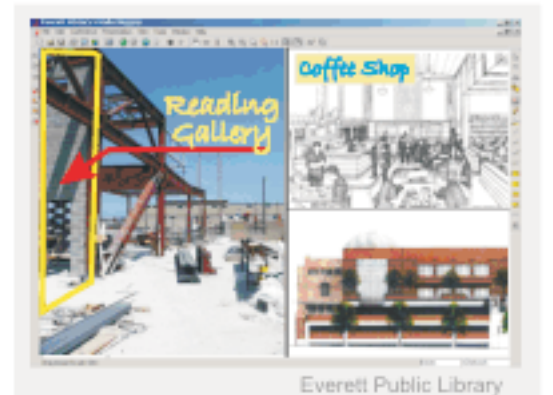
Client Relations & Marketing

DYKEMAN provides their customers with the maximum level of performance and convenience in communicating at every phase of a project's design and construction. eZ makes it simpler and faster for the firm to respond to any issue or question quickly and easily. Design ideas and intents can be interactively shown to clients 'Live', online, via drawings, renderings, models and even hand drawn sketches. eZ helps DYKEMAN provide better service to their customers.



Collaboration & Delegation

eZ not only lets everyone always see the same thing at the same time, but it provides easy-to-use redline and markup tools that create an incredibly robust environment for working with all types of information. DYKEMAN can instantly capture any information necessary on a given subject, mark it up and annotate it, and then pass it on to others for follow-up and review. All team members are always connected and can respond instantly to each other if needed. In many ways, eZ is simpler than paper.



Project Management

eZ gives DYKEMAN the capability to discuss every aspect of a project with any relationship involved in the design and construction of one of their buildings. Project managers can instantly link to contractors and sub-contractors and visually discuss any issue. Change orders can be coordinated with much greater understanding and dispatch. eZ's amazing low-bandwidth performance allows the firm to connect to even the most remote job sites and solve problems on the spot.



Market Overview

The online collaboration market is projected to grow from \$544 million in 2003 to over \$2.2 billion by 2007. Market leader WebEx had the largest market share with \$200 million in revenues for 2003. In a move to extend real-time collaboration to its Office productivity suite, Microsoft entered the market in 2003 with the acquisition of Placeware (estimated \$250 million) in May 2003. Both companies have spent extensively over the past year to raise awareness of web conferencing and its benefits. Many other companies have recognized the enormous opportunity represented by the emerging web conferencing and data collaboration markets. Prospects and buyers for all markets are still in the very early adoption stage of understanding the tremendous efficiencies these new technologies can deliver to their organizations. Leading market drivers contributing to this explosive growth are: savings in corporate travel expenses, improved productivity fo users, improved quality of web conferencing solutions, choice of deployment options, simple integration and ease of use.

eZmeeting has significant performance and cost advantages over the market leaders, particularly in the AEC & Real Estate niche markets. The company can leverage the market leaders to convey the obvious value proposition that the eZ service delivers as compared to offerings from these competitors. In actual side by side comparisons, eZ comes out the clear winner with much greater day to day functionality at a significantly lower cost. What follows is an outline of capabilities of web conferencing product offerings from market leaders WebEx and Microsoft, also included is Citrix, a new entry into the market, and Groove, a product that is technically similar to eZ's p2p architecture.

The web conferencing market offers the following primary capabilities:

Interactive Document Sharing

Simultaneously view and markup documents together. Basic drawing tools are available. The original document remains unchanged.

Desktop Sharing / Application Sharing

View and, optionally, control a remote desktop or application as if you were sitting at that computer. Typically used for training or support. Can be used to interactively edit a document together, such as modifying the figures in a spreadsheet.

Whiteboarding

Basic drawing tools are available to meeting members to diagram ideas on a blank page.

Large-group Presentations

Typically, a PowerPoint document is uploaded to a central server, then distributed to a large audience (over 100 people) via a browser-based interface, controlled by one or more mediators.

Chat / Messaging

Text-based chat, either one-on-one or in a group.

Video Conferencing

Live video images streamed over the Internet.

Voice Conferencing

Live voice over the Internet, or provided through traditional telephone conferencing systems.

WebEx Meeting Center



Cost:

5 Seats + 200 minutes audio, \$375/month; 5 Seats + 500 minutes audio, \$995/month;
Pay-per-use, \$0.33/minute

Meeting Setup:

Small browser plugin is installed on first use. Using a web browser, participants select “attend meeting” from the WebEx home page, enter login credentials including name, email address, meeting ID code and meeting password.

Meeting Features:

- Desktop / Application Sharing – host can give control to one other member. An annotation mode is available where the screen freezes, and one user can control a highlighter. To go back to the live desktop, must return to desktop sharing mode, where annotations disappear.
- Whiteboard with minimal markup tools
- Document Sharing – requires native application to load document, which is then converted to a proprietary format that can be annotated.
- Polling
- Chat
- Web Co-Browsing
- Integrated Audio
- Optional Integrated Video
- Up to 2000 participants

Meeting Center provides desktop sharing features effective for large group presentations. Individual interactivity is limited. Document sharing requires that the source application be available to the host. Document views are limited and non-synchronized.

Microsoft Live Meeting



Cost:

5 Seats, \$375/month; 10 Seats, \$750/month; Pay-per-use, \$0.35/minute

Meeting Setup:

Small browser plugin loads on first use. Using a web browser, participants must login to a conference URL (such as www.placeware.com/webconferencing), enter login credentials including name, meeting ID code and meeting key.

Meeting Features:

- Desktop / Application Sharing – host can give control to one other member
- Screen Snapshot with minimal markup tools
- PowerPoint Slide Presentation with minimal markup tools
- Whiteboard with minimal markup tools
- Polling
- Chat
- Web Co-Browsing
- Optional Integrated Audio
- Up to 2500 participants

Live Meeting provides large group desktop sharing and PowerPoint presentations. Individual interactivity is limited. Document sharing is limited to PowerPoint presentations, Web pages and screen captures.

Citrix GoToMeeting



Cost:

1 presenter, up to 10 attendees, \$49/month or \$468/year; Corporate account is 5 presenters, up to 25 attendees per meeting, \$ unpublished

Meeting Setup:

Small desktop application installs on first use. Presenter can start a meeting through the GotoMeeting home page or by clicking a menu option on the tray icon. Attendees join by clicking "join meeting" from the GotoMeeting web site, or by entering a URL. They must provide a name, email address, meeting ID number and password (optional).

Meeting Features:

- Desktop / Application Sharing – host can give control to others.
- Chat
- Optional Integrated Audio
- Corporate account includes Administration Manager and Reporting

GoToMeeting is a simple desktop sharing application with an easy-to-use interface. Once installed, the program resides in the Windows system tray. It lacks the more advanced features you'll find in other desktop sharing applications such as the ability to share only a portion of your screen, or only a single application. Does not include any type of annotation tools.

Groove Virtual Office 3.0



Cost:

File Sharing Edition \$69 per seat; Professional Edition, \$179 per seat; Project Edition, \$229 per seat; Starter Kits are available which bundle multiple seats, training and support. Additional server software may be purchased.

Meeting Setup:

27MB software download for each participant. Participants may join a workspace through an email or message invitation.

Meeting Features:

- Shared File Area
- Shared Project Tools and Calendars
- Whiteboard with minimal markup tools
- Chat / Messaging

Virtual Office provides "shared workspaces" where users can access a common file area, project information, notepads, pictures or whiteboards. Additional tools are available depending upon the edition deployed. Live, interactive collaboration is very limited, and for the most part, Virtual Office provides asynchronous document sharing and management.

eZ's Competitive Advantages



Greater Value: At less than half the price of its nearest competitor, eZ offers 15 concurrent users unlimited use of data conferencing, desktop sharing, and messaging for less than \$300/month. For small businesses, 4 concurrent users can select either data conferencing or desktop sharing along with messaging for only \$99/month. Customer licenses allow unlimited members. Meetings can be hosted and joined by any licensed member.

Simpler to Use: Your eZnetwork ID is a “friendly name” like “John” or “Lisa” that your relationships will always use to connect to your meetings, join your desktop or send you an instant message. eZ’s plain English launchpad makes starting and joining meetings simple.

Better Performance: eZ’s patent-pending document sharing technology and rich client result in very fast document navigation, much higher performance than screen-sharing technology. eZ is the remarkable solution for low bandwidth devices where desktop sharing applications become unusable.

More Universal Document Support: View, Conference and Markup *any* type of document (not just MS Office), including CAD drawings, PDF, 3D models, digital photos. In addition to directly supporting over 20 filetypes, eZ’s flexible screen capture tools allow you to share anything on your PC.

Superior Interactivity: Anyone in the meeting can add notes and markups at any time; anyone in the meeting can instantly contribute their own documents for discussion with the group for a true collaborative session.

Greater Control of your Data: eZ delivers finer grained control of proprietary information. It is much easier to not only collaborate on electronic information, but to copy and share that information with others in a project group. eZconference’s unique Host-In-Control design gives organizations maximum privacy and control of their data. Only the host may save the meeting documents, along with any added notations and reference them later in another meeting, or after the meeting is over.

Robust Viewing and Drawing Toolset: eZ’s intuitive, full-featured toolset includes the ability to pan, zoom to any level or area, dynamic rotation, draw in any color, set lines to any thickness, use transparent or opaque fills and outlines, draw custom polygons, curves and multi-segmented lines and arrows.

Unparalleled License Administration: As an eZ customer, you can easily manage your license members, and view session activity for each user. Control the applications available to each user by clicking a button.

Much More than an Online Meeting Tool: eZ’s rich client is a remarkable offline productivity tool for gathering, reviewing, marking up, presenting and archiving data of all types. The .eZ file format allows you to save a variety of file types to a single file that can be distributed via web, email or over a local network. The eZ client may be downloaded freely as a viewer for the .eZ file as well as all of eZ’s supported file types.

eZmeeting's Competitive Analysis

Competitive Comparison Chart

The following chart shows eZmeeting's advantage over market leaders WebEx and Live Meeting.

	<i>eZmeeting</i>	WebEx Meeting Center	Microsoft Live Meeting
Cost	Starting at \$99/month for 4 concurrent participants unlimited members	Starting at \$375/month for 5 Seats	Starting at \$375/month for 5 Seats
Minimum Term	1 month	3 months	1 month
Document Collaboration			
Drawing & Annotation			
freehand sketch	◆	◆	◆
line	◆	◆	◆
highlighter	◆	◆	◆
arrow	◆	◆	◆
multi-segmented line	◆		
rectangle	◆	◆	◆
rounded rectangle	◆		◆
ellipse	◆	◆	◆
polygon	◆		
curve	◆		
text	◆	◆	◆
colors available	16 million	2	16
transparent fills	◆		
opaque fills	◆		
select / move markup objects	◆		◆
all participants can mark up simultaneously	◆	◆	◆
Viewing			
displays auto-synchronized	◆		◆
horizontal pan	◆	◆	
vertical pan	◆	◆	
dynamic pan	◆		
rotate clockwise 90°	◆		
rotate counterclockwise 90°	◆		
rotate to 0°	◆		
rotate to 90°	◆		
rotate to 180°	◆		
rotate to 270°	◆		
dynamically rotate	◆		

	<i>eZmeeting</i>	WebEx Meeting Center	Microsoft Live Meeting
zoom in	◆	◆	
zoom out	◆	◆	
zoom window	◆		
dynamically zoom	◆		
zoom to original aspect	◆	◆	
fit to page	◆	◆	
fit to page width	◆	◆	
previous / next view	◆		
saved views	◆		
named views	◆		
Document Support			
insert file	◆	◆	PowerPoint only
insert whiteboard	◆	◆	◆
insert from twain device	◆		
insert snapshot	◆		◆
entire screen	◆		
selected application	◆		
boxed area	◆		◆
current document	◆		
all participants can add data	◆	◆	
native document support:			
AutoCAD drawings	◆		
Digital photos	◆		
PDF	◆		
3D Models	◆		
supported with application			
Microsoft Word	◆	◆	
Microsoft Excel	◆	◆	
Microsoft PowerPoint	◆	◆	◆
Conferencing			
connect with friendly names	◆		
multiple conferences at once	◆		
integrated chat	◆	◆	◆
low bandwidth support	◆		
Offline Productivity Tool	◆		
Desktop Sharing / Application Sharing	◆	◆	◆
Corporate Instant Messaging	◆		

Company Overview

Sigma Design was formed in 1996 by Morton Olshan and Charles White with the acquisition and merger of two CAD companies. Both companies were founded in the early 1980s to serve the architectural, building, and facility management markets with the ARRIS and BuildersCAD product lines. With its CAD division, the company serves customers throughout North America and 14 other countries. Wal-Mart is the largest customer of the company using the ARRIS product to do customized, automated store layout and design.

In 2000, the company acquired a high-performance viewing technology which had been developed for the automotive design industry for the purpose of viewing CAD drawings, 3D models and raster images on PCs and Unix workstations across the enterprise. Initially, Sigma Design transformed this technology into a stand alone viewing and mark up plug-in for the ARRIS and BuildersCAD products. Next, development was begun on a revolutionary peer-to-peer Internet and network based collaboration technology to combine with the exceptional viewing and redlining capability of the original application. The resulting product was released under the trademarked eZ and eZmeeting brands.

In 2002, the company acquired a web server-facilitated peer-to-peer network application framework technology to combine with its new collaboration solution. This acquisition led to vastly improved firewall compatibility and provided customers with much easier connections via "friendly-names", a technique similar to emerging consumer IM systems. In 2003, the company added its own corporate IM application, eZmessenger. Also, at the end of 2003, the company successfully leveraged its new network application framework to change eZmeeting's business model from a \$399 per seat, stand alone, traditional software licensing model to a very customer friendly, floating license management, ASP model. This significantly lowered start up cost while at the same time greatly increasing deployment options for customers. Of particular importance, this innovation allowed customers to provide the service to unlimited relationships and then choose on a monthly basis which level of user activity they might need to support at a given time.

At the end of the first quarter of 2004, the company added a new desktop sharing component, eZdesktop, to compete with similar functionality in competing solutions from WebEx and Microsoft Office Live Meeting. At the same time, the company released eZ's proprietary, high-performance viewing technology as a stand alone, universal viewer application available for anyone to download for free. The company has had over 75,000 downloads of the new eZ client since its March 2004 release. In August 2004, the company released another major innovation with the introduction of eZ Launchpad, a new interface that greatly simplifies eZ's use for first time users.

Recently, the company formed eZmeeting, a new division of Sigma Design, in order to focus on the opportunity its new eZ product line presents. eZmeeting is already attracting customers, pursuing new prospects, signing-up resellers and aggressively building its business.

Management

Charles N. White II, Chief Executive Officer

Industry Experience: 25 years

Mr. White is a founder and CEO of Sigma Design, eZmeeting's parent company, since 1996. He has led the development and sales of the company's two CAD products ARRIS and BuildersCAD and the invention and development of the company's new eZ product line. He is a registered architect and a licensed general contractor based in Louisiana. Mr. White is a graduate of Tulane University with a Masters of Architecture. He is a member of the American Institute of Architects and is a member of New York City Chapter's IT committee. He has founded and operates two other successful businesses focused on real estate development and management. Charlie's business mission is to find the fastest and easiest path to success. He believes eZ provides a fundamental improvement in people's lives that fulfills this business mission.

David Rosenbloom, Chief Technology Officer

Industry Experience: 20 years

Mr. Rosenbloom serves as Chief Technology Officer. In this role, he is responsible for technology leadership, software development, and data center infrastructure. Prior to eZmeeting, Mr. Rosenbloom was the CTO of Rare Medium, where he built technical infrastructure for clients such as General Motors, Microsoft, Mattel, and Nabisco. Prior to Rare Medium, he directed software development for AT&T's Downtown Digital, focusing on dynamic, database-driven site development. David has also designed and developed award winning gaming software for Eldon/Electronic Arts and Workman Publishing. He is graduate of Harvard College, BA Cum Laude.

Sallye Holloway, Chief Customer Officer

Industry Experience: 15 years

Ms. Holloway serves as Chief Customer Officer. In this role, she is responsible for ensuring that customers' expectations are exceeded at every stage of their involvement with eZ products and services. Ms. Holloway leads the QA team, support team, and training team. Prior to eZmeeting, Ms. Holloway was Marketing Director for Sigma Design. Prior to Sigma Design, she spent nine years at Contemporary Solutions as senior programmer, documenter, graphics illustrator and web designer. She holds a BS in Electrical Engineering from Louisiana Tech University.

Ralph Laughlin, Chief Financial Officer

Industry Experience: 25 years

Mr. Laughlin serves as Chief Financial Officer. In his role, he is responsible for financial oversight and reporting of budgets, revenue, debt repayment, and controls of the company. Mr. Laughlin has been a Certified Public Accountant since 1977. He is a member of the American Institute of Certified Public Accountants and the Ohio Society of Certified Public Accountants. He is a graduate of Kent State University, BBA Accounting.

Conclusion

eZmeeting has struck a fundamental chord in human interaction and communication. The company's eZ product line takes personal and group collaboration to a new level of simplicity and interactivity, making it significantly faster and easier for people to work together. eZ introduces easy to use collaboration methodologies which immediately impact productivity and clarity of communication between individuals and groups. It adds an entirely new dimension to an organization's capabilities with electronic data communication and peoples' interaction. The return on investment for customers is immediate and substantial.

The eZ product array is simpler to use, more interactive, more flexible and lower cost to acquire and maintain than solutions from market leaders WebEx and Microsoft Live Meeting. Importantly, eZ also distinguishes itself from competing solutions by doubling as a highly effective offline productivity tool for end users. It provides unprecedented abilities to view, organize, and markup all types of electronic information. Initially, eZ has been developed to focus on the company's core competencies in the design, engineering, construction and real estate markets where the product clearly separates itself with specialized capabilities tailored specifically for these buyers.

eZ is the way everyone will work in the future. It is a simpler, faster, and more effective way to work. It saves peoples' time and saves organizations considerable money and human resources. Even more importantly, it provides a better environment for group decision making and collaboration on virtually any subject or issue. Problems can be discussed and resolved with greater speed and clarity for everyone involved. Designs for new products gain the advantage of more frequent and expanded feedback from customers and colleagues. When separated by a distance, there is simply no better way to assemble an organization's intellectual capital and get work done.