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Press Release

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PresenterNet Reports on 10 Most Innovative Conferencing Strategies

Carlsbad, CA—PresenterNet, provider of online interactive Web presentation services, today released a report describing 10 innovative Web Conferencing strategies widely embraced by the company's users. Entitled "The Top 10 Keys to Web Conferencing Success", the report is based on user interviews. It is immediately available at www.presenternet.com.

"Our small and mid-range business customers are flexible and innovative," stated PresenterNet CEO Douglas Wolfgram. "In many cases they have been the earliest to try new ideas, and create methods of using PresenterNet to ensure their sales and marketing success."

The report's 10 listed strategies focus on actual presenter practices, regardless of technology or media. Selected sections include such topics as "Ask Key Questions Onscreen"; "Solicit Audience Questions in Real Time"; "Eliminate Barriers to Audience Entry"; and "Seal the Deal".

According to Wolfgram, most publications advising on Web Conferencing concentrate on media design, technology, or audience acquisition.

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"These subjects are important, but methods of presenting are even more significant. The most important factor in Web Conferencing success is keeping audience members interested. The proof of success is how well the audience listens and retains the presenter's message. This is not a technology or media design issue. It is primarily dependent on each presenter's methods for structuring and delivering content."

Wolfgram explained, "Though written for new PresenterNet users, we believe that 'The Top 10 Keys to Web Conferencing Success' contains important practices for a very wide range of presenters and styles."

Additional information about PresenterNet is available at www.presenternet.com .

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About PresenterNet:

PresenterNet's online services emphasize high-impact interactive presentations, data collection from prospect interactions, database applications and customized reporting. The company has committed all of its products to compatibility with industry standards, such as Macromedia Flash, Macromedia FlashPaper, Microsoft Internet Explorer, PowerPoint™, Mozilla, and Apple Macintosh, as well as emerging technology leaders like Skype. PresenterNet's founders have been developing and implementing sales and marketing technologies for nearly 25 years. Past clients have included Toshiba, SGI, Philips, NEC, ITT, Litton, Fujitsu, and HP.

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