



Comparing TakeAIM-PRESENT to Webex and Microsoft Office Live Meeting™

Product Positioning

TakeAIM-PRESENT complements the services of Webex and Microsoft Office Live Meeting, and does not directly compete with either offering. Though the two major online meeting services provide presentation facilities among their many collaboration applications, PRESENT is an affordable Personal Online Presentation Center optimized exclusively for individual presenters. PRESENT therefore includes an array of features and tools focused on the needs of people who use visual presentations to sell, inform, or teach their clients and customers.

Individuals within companies subscribing to Webex or Live Meeting, use PRESENT for quick spontaneous presentation/calls, often to a single individual. With PRESENT, users can launch a presentation by simply placing a call and inviting a client or prospect to a Web site, with no need to schedule a full-scale online meeting, or to pay by-the-minute rates.

Price Comparison

To meet the personal budget constraints of individual presenters, TakeAIM offers pricing far lower than the major online meeting and collaboration service providers. On their least expensive plans, Webex and Microsoft Office Live Meeting quote pricing on a per-minute and per-seat basis, with Webex charging \$.45 per-minute (\$.90 for two seats), and Live Meeting charging \$.35 per-minute (\$.70 for two seats). The cost for a 60-minute conference (audience of one person) is therefore \$54 for Webex and \$42 for Microsoft Office Live Meeting. An average individual presenter making five 1-hour presentations monthly would expect to pay \$270 per month for Webex and \$210 per month for Live Meeting.

TakeAIM-PRESENT users pay a single monthly charge of \$19.95 to \$39.95 monthly, with the rate depending primarily on the number of slides stored in the user's online library. There are no extra charges for additional seats; sessions can be any length; and the user may make any number of presentations for the same monthly rate.

Focusing on Presentations

The individual needs of professional presenters are very different from those of people requiring large formal online meetings, Webinars, Webcasts, etc.

TakeAIM-PRESENT therefore stores all slides individually in online folders to enable immediate search, preview and presentation of the most appropriate slide in the online library. Online access to all slides permits users flexibility beyond the restrictions of a single PowerPoint™ file. Because one-on-one discussions are often interactive, users can easily locate unplanned slides to address new directions or answer unexpected questions.

Interactive presenters benefit from tools to pinpoint selected diagrams or key phrases, so TakeAIM-PRESENT provides Interscribe, permitting all participants on a call to handwrite symbols or notes in an array of colors to ensure mutual understanding. The large online meeting services provide similar facilities in one direction they are controlled only by the presenter.

The following chart compares TakeAIM-PRESENT with Webex and Microsoft Online Meeting.

	TakeAIM-PRESENT	Webex	MS Live Meeting
Accessibility	Immediate, 24 X 7; No pre-scheduling	Pre-scheduled Sessions	Pre-scheduled Sessions
Ad hoc slides	All slides retrievable by search of online library during phone presentations and can be launched anytime	Presentation confined to one preplanned PowerPoint™ File	Presentation confined to one preplanned PowerPoint™ File
Animated slides	PowerSlides include full Flash animations in online library	Multimedia slides only if hosted on customer's PC or corporate server	Multimedia slides only if hosted on customer's PC or corporate server
Client Screen	Full screen view of slides	Full screen view of slides	Reduced screen size in one section of meeting software desktop
Handwriting Overlay	Full function interactive Interscribe permits unique colors and styles for any participant to annotate any slide	Unidirectional only	Unidirectional only
Interactive slides	Interactive PowerSlides with results written to database	None; Audience polling outside of presentation	None; Audience polling outside of presentation
Mixed slide types	Intermix any TakeAIM PowerSlides, JPEG, GIF, Flash or PowerPoint™ images in library	Presentation must be PowerPoint™ file; or entirely made from slides created under WebEx Presentation Studio	Presentation only from one homogeneous PowerPoint™ file
Online Library	All slides stored online	None	None
Optimum Audience	1 - 10	20 - 500	20 - 500
Pricing	As little as \$19.95/month	Minimum hourly charge for 2 people is \$54/hr.	Minimum hourly charge for 2 people is \$42/hr
Primary Application	Presentations or ad hoc visual support for telephone discussion	Document sharing for meetings or large group seminars and training	Document sharing for meetings or large group seminars and training