Persony Launches VShow – Cost-Effective Web Conferencing Solution Bringing Online Meetings to the Masses

Persony VShow Turns Millions of Web Servers into Sophisticated Web Conferencing Servers

Los Gatos, CA – May 17, 2005. Persony ("per-so-nee"), a Web conferencing software provider, today announced the launch of the company and its product, Persony VShow™, the first Web conferencing solution that uses standard Web servers to host online meetings. By leveraging millions of current Web servers and hosting service providers, Persony brings the cost of Web conferencing down dramatically and makes it affordable to small businesses and individuals.

Web conferencing and online collaboration markets are expected to grow 27% to $1.8 billion this year, according to research firm IDC. Most Web conferencing solutions require installing a complicated proprietary server or using an expensive service.

"Remember when cell phones used to cost hundreds of dollars a month? Web conferencing services still cost that much today," says Eric Chen, Founder and CEO of Persony. "Persony VShow allows anyone to run Web meetings using a website that costs $20 a month. We believe it is a disruptive technology that will bring Web conferencing to the masses."

Persony VShow is a suite of desktop software that a meeting host uses to conduct meetings online. Meeting attendees only need a Web browser. VShow runs on Windows® XP and 2000. The suite of software includes:

- **Persony VShow LE**: for instantly sharing a desktop screen with one click.
- **Persony VShow:** for sales presentations or small group meetings. Includes support for Outlook® Calendar and Skype™ Internet phone.
- **Persony VShow Professional**: for marketing webinars or large group meetings. Includes user registration, voice webcast, and recording.

For a recorded presentation about VShow, visit http://www.persony.com/demo/?p=vshow.

Persony plans to promote VShow initially through its Partner Program, targeted at application service providers who want to offer real-time collaboration; hosting resellers who want to offer a high-margin service; and international partners who want to offer Web conferencing locally.

Pricing and Availability

Persony VShow is available immediately as a free trial and can be downloaded at http://www.persony.com/download. Pricing for VShow starts $20 a month for up to 10 attendees. VShow is also available through Persony partners, such as ShareMethods and Imaj (read a related release at http://www.persony.com/pr/pr5052.htm).

About Persony, Inc.

Persony's mission is to bring enterprise level applications, such as online collaboration, to the masses by leveraging the ubiquity of Web servers and hosting service providers. Persony's patent-pending "smart-client" technology puts the intelligence of an enterprise application on the client side and uses standard Web servers to connect remote users. Persony's solution can be deployed anywhere and at a fraction of the cost of other solutions. The smart-client approach is a disruptive technology that allows individuals and small businesses to afford applications that were once only available to larger corporations. For more information about the company, visit http://www.persony.com.