



Business Network adds Videocasts to its Global Marketplace to Create a B2B YouTube

On Instant, the business to business network (B2B) that can help any business improve its supply chain, develop sales and distribution opportunities has added VideoCasts to its global marketplace.

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On Instant, the global business to business (B2B) network provides businesses of any size with a complete range of integrated on-line solutions that save money and increase commercial opportunities.

The On Instant Desktop, a free software download provides a range of communication services, including VoIP, integrated messaging, CRM and business development tools.

At the core of On Instant is the global marketplace where businesses can search, find and make announcements that help develop new suppliers, distributors and business opportunities. Announcements can be made to a particular market or business sector and targeted to a specific country or region.

From today any business can now broadcast a video message around the On Instant network to promote their services or make new announcements to their chosen marketplace.

Nick Ogden, President of On Instant commented, "Business to Business communication is vital to improving efficiency, and most of the search engine and advertising tools are designed with the consumer in mind. We are help to improve B2B communication, which is so much more than just enabling a cheap phone call. On Instant delivers a complete B2B environment, and is feature rich when compared to say a Skype soft phone. Now any business using On Instant can promote itself to its target audience through the use of video casts which allows their audience to really see their business and capabilities"

To videocast into the On Instant network costs \$50 and the content is automatically matched to businesses who have already indicated a preference to receive the type of announcement, and in addition the videocast can be accessed by any business searching the On Instant marketplace.

On Instant operates on the Engage platform, the TriplePlay technology built by the Voice Commerce Group that supports businesses and consumers in over 200 countries.

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For further information, or to arrange interviews, please contact Adam Riddell at Crystal Public Relations on tel. +44 (0) 1534 618613 or e-mail adam@crystalpr.co.uk

Background on Nick Ogden and Voice Commerce Group

Nick Ogden has been involved in the IT industry since 1985. In 1993, he founded Multi Media Investments Limited, a technology research and development company which launched the Internet in the Channel Islands in 1994. This led to the construction of Europe's first on-line store in October 1994 and the development of the and first bank endorsed e-commerce initiatives BarclaySquare, in 1995.

Nick founded the multi-currency processor WorldPay and led the company through its growth to over 270 employees with 20,000 customers in 120 countries and processing transactions in excess of \$2bn per annum. He invented the internet payment guarantee in 2001 guaranteeing Internet transactions for consumers and businesses.

Nick was a finalist in the UK Ernst and Young Entrepreneur of the Year Award in 2000 and 2002. In 2003 Nick laid started to build the Voice Commerce Group. In 2004 Nick was selected as part of the "Internet Decade" an event organised to recognise the contribution of around 100 individuals for their input and influence on the development and growth of e-commerce and the internet in the UK over the previous ten years and was nominated for the Computer World Global IT Leaders award in 2006.

On Instant was beta launched in 2004 as a test bed for the Voice Commerce Group B2B technologies. www.on-instant.com

The Voice Commerce Group website can be found at www.voice-commerce.com

