

TrueConf Now Partnered with 40 Companies Around the World

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2013 saw TrueConf gain 20 new business partners from around the world, and as of 2014, the number of affiliates has reached 40 companies. TrueConf plans to continue expanding their channels globally over the course of the year and beyond.



Starting 2012, TrueConf has actively targeted global markets and worked hard at expanding their international channels. To pursue this goal TrueConf developed easy and flexible partnership policy for channels and localized their core product — TrueConf Server — in 11 most popular languages.

If we evaluate the dynamics of development and the overall status of TrueConf abroad, we have the following data. In 2013, the turnover of TrueConf products abroad has more than tripled in value terms, while it increased in Russia and the CIS by 20%. As mentioned earlier, the number of partners reached 40 companies.



To strengthen the position on the global market this year TrueConf has already participated in two major international AV exhibitions: Integrated Systems Europe in Amsterdam, and Enterprise Connect in Florida. TrueConf also plans to participate in InfoComm 2014 in the United States.



"We get a huge number of requests from integrators in different countries who would like to sell our products every month," says Michael Gotalsky, TrueConf CEO. "We have decided to strengthen our position abroad and increase sales by expanding the partner channels. At the moment, such a scenario seems to be the most effective to us."

Starting with the CIS market TrueConf has particularly strong position on the markets of Russia, Ukraine and Kazakhstan.

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About TrueConf www.trueconf.com Founded in 2003 in Moscow, TrueConf is one of East Europe's leading video conferencing vendors. The company is focused on collaboration solutions and offers an SVC-based MCU-less unified communication software platform. TrueConf has developed a full software suite suitable for corporate IP networks and all popular PC and mobile platforms, offering the convenience of both cloud-based (TrueConf Online) and server-based (TrueConf Server) video conferencing products.

TrueConf Server offers a Full HD video experience and the ability to support multi-point video conferences with up to 250 participants (using UDP Multicast).

TrueConf has facilitated over 1300 successful video conferencing solutions for governments, educational institutions, financial establishments, small businesses and corporations involved in all types of activities. The company developed the world's first 3D video conferencing application and has made significant advances in mobile conferencing and gesture-control video conferencing systems.