

# Citrix® GoToMeeting® with HDFaces™ Transforms Business Collaboration

New High-Definition Group Video Conferencing Delivers Engaging Telepresence-like Experience for Everyone

SYDNEY, Aust.

August 3, 2011 Citrix Systems today announced that it is once again transforming the way people meet and collaborate through the general availability of Citrix GoToMeeting with HDFaces, its popular, award-winning web conferencing solution, now with high-definition group video conferencing for up to six attendees.

Combining high-definition video, web and audio conferencing, GoToMeeting with HDFaces enables an amazing, telepresence-like meeting experience simply using a webcam and an Internet connection. With the general availability of GoToMeeting with HDFaces, a rich, integrated collaboration experience is now open to everyone; one click, users can quickly launch into a new world of natural, real-time face-to-face collaboration with colleagues, customers and partners, anytime from anywhere its that easy. Simple to use, with no set-up required, GoToMeeting users can now choose to participate in, and experience, a high-definition, face-to-face meeting. For most people, its the next best thing to collaborating in person. This innovative capability completely transforms virtual meetings, supporting new ways of working across distributed workgroups and organisations.

GoToMeeting with HDFaces changes the definition of face-to-face meetings from a place you go to a thing you do, said Brett Caine, Senior Vice President and General Manager, Citrix Online Services Division. That is the essence of our integrated collaboration vision and the promise of our unique HD experience. Once again, we are changing the rules in the market, and customers everywhere will win as a result.

Customers Agree

See Tremendous Value

Personal engagement is one of the key challenges in running a work-at-home environment. For us, video collaboration with HDFaces has created a new type of virtual workplace. We use GoToMeeting with HDFaces to stay connected with our remote teams its much more interactive seeing someone than hearing them on the phone. It helps our staff overcome the feeling of being isolated and faceless, and allows them to build relationships and have more meaningful conversations with their colleagues based in other locations. David Buckmaster, Technology Manager, Medibank Health Solutions

GoToMeeting with HDFaces: Telepresence for businesses of all sizes

## High

definition video conferencing has traditionally been out of the reach of most small and medium businesses while the need for companies to cut travel costs has increased. A \$10,000 to \$30,000 telepresence system is not a fit for a small or medium business looking to cut costs and HDFaces for GoToMeeting provides a high quality SaaS alternative in the fast growing video conferencing market. HDFaces with GoToMeeting looks to be an attractive option for businesses of all sizes that need a high-definition video conferencing experience without breaking the bank. Roopam Jain, principal analyst, Frost & Sullivans North America Information & Communications Technologies Practice

## What Is New

Easiest way to organise or join a high-definition video conference: Real-time collaboration with web, video and audio conferencing is enabled in just two simpleclicks.

Telepresence-like experience for everyone: All existing GoToMeeting customers and trial users can now use HDFaces at no additional cost. Existing customers can simply login to their accounts and click a link to upgrade to HDFaces. A 30-day free online trial of GoToMeeting with HDFaces is available at [www.gotomeeting.com](http://www.gotomeeting.com).

No specific or proprietary hardware configuration needed or dedicated room required: Users just need a PC or Mac computer, webcam, Internet access and GoToMeeting. It is designed for the way everyday businesses operate enabling impromptu real-time collaboration with its Meet Now feature from anywhere, without the need of expensive and complex room-based solutions.

Multistream HD technology: The highest resolution video conferencing quality available on the market among web conferencing providers: up to six streams at a resolution of 640p x 480p each, for a total maximum resolution of 1920p x 960p.

Screen sharing and high-quality video: The video conferencing streams are integrated into the content screen so attendees can collaborate on shared content and see each other at the same time without the need to switch between the two. The high-definition video experience combined with user adjustable zooming and resizing makes the experience easy to use and very compelling for quick conversations and all day meetings. Now as individuals present ideas or solicit feedback from their team they can interact as if they were actually sitting across the table.

Video optimisation: Adjusts automatically to fit the hardware and network each participant is using when video, audio or screen sharing are in use.

Resizable viewer

and layouts: Easily adapts to numerous monitor and projection configurations.

Why It Matters

Enabling the Modern Distributed Work Environment: As workforces become more distributed and business extends to global customers and partners, the ability to work from anywhere on any device has become a fundamental requirement for businesses. Enabling simple access to the best package of collaborative tools to support today's virtual work styles is critical.

Achieve Better ROI: The cost and complexity of existing telepresence solutions have made natural, real-time collaboration with high-definition video out of reach for many companies and workgroups, particularly small and medium businesses. The GoToMeeting with HDFaces subscription is as little as \$39/month including the integrated HD group video conferencing experience. This makes the experience affordable and available to everyone in an organisation for the first time.

Quality Video Experience With No Additional Fee: A natural, real-time collaboration experience which combines video, audio and web simplifies the meeting experience by providing one-click participation for attendees, at no additional cost and with no registration or special equipment required.

Existing desktop video conferencing solutions do not combine the telepresence-like high definition experience with the ease of deployment and use provided by GoToMeeting with HDFaces. Additionally, GoToMeeting with HDFaces provides a powerful experience for companies internal and external collaboration needs.

Improve Productivity With Personal Cloud Apps: GoToMeeting with HDFaces represents the innovation and power a new generation of cloud-based applications can bring to the way we work. The freedom to be untethered from a specific location to collaborate with others can yield business and individual productivity benefits.

Pricing and  
Availability

HDFaces is included at no additional charge in all GoToMeeting subscriptions. GoToMeeting subscriptions start as low as \$49 per month. For more information about GoToMeeting, visit [www.gotomeeting.com](http://www.gotomeeting.com).

Related Links

GoToMeeting  
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Medibank Health Solutions Connects with HDFaces

GoToMeeting with HDFaces Enables Telepresence for  
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GoToMeeting with HDFaces Fact Sheet

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About Citrix  
Systems, Inc.

Citrix Systems, Inc. (NASDAQ:CTXS) is a leading provider of virtual computing solutions that help companies deliver IT as an on-demand service. Founded in 1989, Citrix combines virtualisation, networking, and cloud computing technologies into a full portfolio of products that enable virtual workstyles for users and virtual datacentres for IT. More than 230,000 organisations worldwide rely on Citrix to help them build simpler and more cost-effective IT environments. Citrix partners with over 10,000 companies in more than 100 countries. Annual revenue in 2010 was \$1.87 billion.

The Online Services Division of Citrix provides secure, easy-to-use cloud-based solutions that enable people to work from anywhere with anyone. Whether using GoToMeeting to hold online meetings, GoToWebinar to conduct larger web events, GoToTraining to train customers or employees, GoToMyPC to access and work on a remote Mac or PC, GoToAssist to support customers or GoToManage for IT support and management, businesses and individuals are increasing productivity, decreasing travel costs and improving sales, training and service on a global basis. For more information, visit [www.citrixonline.com](http://www.citrixonline.com).

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