DIGITEL

Jerry McKenzie
President

WEBSHARING BECOMES A MUST FOR TODAY'S SMALL TO MID-SIZED BUSINESSES

SMBs Turn to Digitel Systems For Robust Websharing Technology

VANCOUVER, BRITISH COLUMBIA – April 29, 2013 - Digitel Systems, an industry leader in unified communications, announced today that the company has significantly expanded the breadth and depth of their websharing solutions. Websharing enables real-time point-to-point communications as well as multicast communications from one sender to many receivers. Businesses have been particularly attracted to websharing because of its ability for users to conduct meetings, training events, lectures, or short presentations from any computer with ease.

Over the past several years, websharing has evolved into one of the main forms of communication among top businesspeople because it enables businesses to collaborate in real-time through webinars, teleconferences and online presentations. With more and more interaction going online, the need for one-to-many communication capabilities is becoming increasingly evident

in many SMBs. Digitel Systems has noticed this trend and is equipping businesses in the area with powerful websharing tools that promise to maximize effective communication between businesspeople. There is an abundance of websharing solutions available, but many lack key functionality. When assessing the quality of a particular websharing tool, here are some features to look for:

- **Slide show presentations** - where images and PowerPoints are presented to the audience to engage the audience while the presenter discusses slide content.
- **Live or Streaming video** - where full motion webcam, digital video camera or multi-media files are pushed to the audience.
- **Meeting Recording** - where presentations can be recorded for later viewing and/or distribution.
- **Chat** - for live question and answer sessions, limited to the people connected to the meeting. In many tools, texts can either be set to public or private.
- **Polls and surveys** – this allows the presenter to

conduct questions with multiple choice answers directed to the audience. This is a good way to monitor engagement and reach consensus on various topics.
- **Screen sharing/desktop sharing/application sharing** – this allows participants to view anything the presenter currently has shown on their screen. Some screen sharing applications allow for remote desktop control, which allows participants to manipulate the presenters screen.

As a rule of thumb, websharing solutions should contain most of the aforementioned features. The standard of websharing tools has been raised over the years and anything less than the above is inadequate.

"We've been deploying websharing solutions for years," stated Jerry McKenzie, President of Digitel Systems. "As soon as this form of communication came out, we knew it would be a very important medium. We've analyzed the market and determined which features are must-haves, nice-to-haves and

which are utterly unnecessary. When we sit down with businesses or organizations, we assess their needs and then recommend a solution that best fits. While we definitely see that the vast majority of businesses do need some form of websharing capability, some organizations can benefit from a simplified solution where others need something more comprehensive. Either way, our goal is and has always been, to improve our customer's productivity and overall profitability through advanced technology. Putting our customers first has always served us well and is the main reason for our success."

ABOUT DIGITEL SYSTEMS INC.

Founded in 1984, Digitel Systems is a leader in voice communications in British Columbia. The company's mission is to increase its customers' profitability, improve their productivity and give them a competitive advantage by implementing the right technology. Digitel Systems is the only provider that protects its customers from the two risks of technology – obsolescence and cost. Digitel Systems has earned the position as the market leader and it

customers' business through quality products and services.

As a premier member of Technology Assurance Group, Digitel Systems is the ultimate resource for business phones systems, using voice over internet protocol (VOIP), session initiation protocol (SIP) and audio/web conferencing. Digitel also provides comprehensive disaster planning and recovery for local and wide area voice networks.

Digitel Systems delivers future technology today! For more information please call 604-231-0101 or visit www.digitel.ca.