



YUUGUU ANNOUNCES FLASH BASED WEB SHARING FOR REAL-TIME COLLABORATION

Web conferencing, screen sharing and collaborative working now available direct from a web browser

16 September 2008, New York: Users need nothing more than a Flash¹-enabled browser to join web conferencing and screen sharing sessions launched through Yuuguu real-time collaboration software. This news enables an even wider audience to work collaboratively or screen-cast presentations over the internet instantaneously.

Yuuguu's flash-enabled technology now offers screen-sharing, instant chat and group messaging services to participants through the web rapidly, at no cost and without downloads. Only the host needs to download the Yuuguu software and participants access the session on their Flash-enabled browsers through a simple web link and PIN code.

Yuuguu is a free and easy-to-use application for working with colleagues or friends over the web. It allows users to share screens, host online meetings and work in real time on the same documents over the web for free. It operates on Windows, Mac and Linux computers, so allows people to collaborate across different platforms. Users can even adjust the quality of screen sharing to cater for low bandwidth connections.

The free software is extremely simple and quick to set up and allows up to 30 people to collaborate at once. Revenues to support the free service are from a conference call facility, and a pro version of the product will be available soon with enhanced features. There are obvious benefits for SMEs as well, as no IT support or infrastructure is required to begin collaborating.

Current Yuuguu business customers uses include remote team working, online presentations, remote support and project management. Additionally, remote business meetings generate significant savings in travel time and costs, as well as reducing a company's carbon footprint.

Consumers are using online technology to communicate as never before, with 'web 2.0' collaborative tools leading the way. Yuuguu offers everyone the ability to work and share in real time using cutting-edge technology previously only available to big corporations with money to invest. From keeping in touch with family to getting creative with friends, free-to-use Yuuguu works seamlessly on all major home platforms to help consumers collaborate the way they want to.

¹ Flash is a trademark of Adobe



Founder and CEO of [Yuuguu](http://yuuguu.com), Anish Kapoor said: “We wanted to simplify our technology even further and allow more users to work together and share information in the quickest way possible. This is now possible through our flash based web share, where there is no installation necessary and web collaboration is virtually instant.”

About Yuuguu:

Yuuguu, named after the Japanese word for fusion, was founded by entrepreneurs Anish Kapoor and Philip Hemsted in 2007 after they became frustrated by working together remotely and not being able to see and share each other’s computer screens in real time. The company is based in Liverpool and received funding from Rising Stars and Liverpool Seed Fund among others. www.yuuguu.com

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