



WEEKLY MESSAGELINK

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LOCATION CENTRIC COMMUNICATIONS

Real Rich Presence

Esnatech's NEW Presence Utility services delivers its Location Centric Communication technology to third party presence applications such as Microsoft OCS server and now MS Live messenger, Google talk and the Skype desktop VoIP application. Users can call into the Telephony Office-LinX Unified Communication server and change their status, availability and location over the telephone and automatically the new Presence Utility will propagate these status and presence information to the users other IM and presence clients at the same time.

The way people are communicating is evolving, and Esnatech remains a thorough leader in the space of Presence Management. Our products have included presence since 1996, and our Location-Centric Communication engine is the latest in this evolution which further extends Esnatech's lead in Unified Communications technology.

Location centric communications goes beyond rich presence, it allows users to define locations and different work environments they me be throughout the course of the day and or week. Within a location users can set presence elements such as Online, available, at home status, and availability filters to improve their overall productivity. The concept of location based presence is Esnatech specific presence that was delivered for Telephony Office-LinX UC users. With the Esnatech Presence utility services these rich presence elements can now be extended to other popular presence solutions such as Skpye, MS OCS and Google talk.

Users completely offline can change their online status, they can provide more detail presence and even share their outlook calendar and schedule to the other applications. Users can be working in any the registered presence utilities and any status or presence changes are automatically propagated across applications.

New disruptive technologies in the communications industry like Location Centric Communications have the potential to truly change the way businesses operate, providing rich presence information across your enterprise will drive productivity and simplify the way users communicate. This development bridges all the presence pieces together and delivers true value to business!

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