

COLLABORATIVE TECHNOLOGY

CITRIX GOTOMEETING MAKES ONLINE COLLABORATION EASY



People have spent a lot of time finding different ways to communicate with each other, from homing pigeons and Morse code to text messaging and video conferencing. But the best method of communication is still the oldest one: talking face-to-face in person.

It works because it's so simple:

You look at the other person.

You talk.

You listen.

Your tone, facial expressions and body language fill in the gaps that words alone leave out. There's no static. No complicated controls or tedious setup. No predators attacking your winged messenger mid-flight.

But sticking strictly to this most-efficient form of communication leaves us with a very limited way of reaching people to communicate with—because the earth is a big place. Thus the pigeons, text messages and the rest.

We at Citrix have thrown our hat into the ring when it comes to distance-based communication. And our efforts are directed by a single goal: Make communication as simple as possible. Make it just like being there.

That effort manifests in GoToMeeting, which has evolved to include HDFaces

high-definition video conferencing. With GoToMeeting, you can share your screen with up to 25 people at a time anywhere in the world. You can talk to each other using the integrated VoIP and phone audio options. And you can see each other face-to-face with HDFaces video.

And best of all? It's so easy. Two clicks starts a meeting. To invite others, simply send them a URL and an access code. To show your webcam stream, just click a big blue button. And you can even use it with your iPad, iPhone or Android device.

No instruction book, no complicated code words, no sketchy, unreliable service. Just look, talk and listen, with facial expressions and body language breathing life into your conversation.

GoToMeeting connects your business's two most valuable assets: people and their ideas. Because when communication is this easy and precise, people collaborate more. Sometimes, exponentially more.

Need to brainstorm with a team dispersed around the world—or even around a large campus? Use GoToMeeting. Want to connect personally with customers? Want to show your appreciation for a remote employee's hard work? A person-to-person GoToMeeting session speaks volumes more than a well-worded email.

Get your team on the same page and keep it there. Make sure your customers remember you. Get your message across the first time, with no misinterpretation. That's what GoToMeeting can do for your business. It all comes down to getting to the simple essence of communication: Look, talk, listen. Because we believe that when you meet face-to-face, you're more likely to see eye-to-eye. ■

Don't believe us? Check out what customers have to say at www.meetingisbelieving.com.



*“ I believe that **GoToMeeting with HDFaces** is really that key driver for successful collaborations.”*

Mindjet CMO
Jascha Kaykas-Wolff

Find out why businesses like Mindjet believe in the power of GoToMeeting — the extremely simple, extraordinarily powerful way to collaborate face to face in high-definition video. **Try it free today.**

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GoToMeeting
by **CITRIX**