



AGT Upgrades EncoreB2B, Unveils Desktop Video Conferencing Client

- New Full-Featured Desktop Client on the Heels of Next Generation Mobile App Release
- Rounds out Comprehensive Video-as-a-Service Portfolio Accessible on Windows, iOS and Android Platforms

Kennesaw, Ga. (September 18, 2013) – Applied Global Technologies (AGT), a leading provider of managed and cloud [video conferencing](#) solutions, today debuts the latest release of EncoreB2B, a Video-as-a-Service (VaaS) platform that provides complete interoperability with high definition video conference systems, web browsers, Microsoft Lync and a variety of video-enabled devices, including desktops, laptops, tablets and smartphones. Rounding out the platform’s existing web browser client and iOS/Android mobile app, today’s release showcases a new, feature-rich desktop software client, redesigned user interfaces (UI) with cross platform commonality, email dialing, and HD video and content collaboration on personal computers. In addition to a major design and capabilities overhaul, all three services are available for service providers to [white-label and resell](#).

“The technology and user experience announced today takes accessibility and interoperability to a new level,” states Ben Atha, CEO of AGT. “Not only is EncoreB2B accessible across all major platforms and devices, the solution strengthens customer brand value with white-labeling functionality. From top to bottom, this release supports our commitment to delivering turnkey video conferencing as a service, from branding and cross platform commonality to the assurance of high-quality video conferencing without the traditional cost and complexity of buying hardware.”

The full-featured desktop video client delivers HD video and content collaboration to the PC and Mac. With a quick install to the desktop, end users experience a high-quality video conference on an intuitive interface with email and URI dialing, individualized displays, streaming and recording, real-time reporting and more. The client connects with HD conference rooms, web browsers, mobile devices and unified communication clients, such as Microsoft Lync.

Key enhancements include:

- **Redesigned User Interface** – sleek, user-friendly user experience with redesigned UI and cross platform commonality
- **Email and URI Dialing** – simplified connection options allow users to join meetings by simply entering an email address or using a directory lookup service
- **Resolution Upgrade** – high-quality video and content sharing with high resolution support added for desktop video (720p) and content (720p and H.264) with automatic balancing

Service Provider White-Labeling

The desktop video client – as well as the web browser client and mobile app – is part of AGT’s VaaS [partner program](#), which allows service providers to add unique managed and cloud video conferencing services with full branding and minimal initial provisioning time. AGT manages the entire application development process for service providers that want to sell a service with their brand identity, an industry-first.

Mobile Pathway Protocol

EncoreB2B utilizes a secure firewall traversal technique for laptops and mobile devices called [Mobile Pathway Protocol](#). Mobile Pathway leverages already open and safe firewall ports to ensure a seamless video connection both inside and outside of an organization.

“Today’s standard laptop, smartphone and tablet video solutions work well inside your network, but breakdown in the business-to-business environment. As supported by its name, EncoreB2B eliminates technical difficulties by delivering a hassle-free B2B video connection,” continues Atha.

About AGT | Applied Global Technologies

AGT offers a variety of turnkey managed and cloud video solutions that make video conferencing simple, affordable and scalable. AGT’s suite of services and technology focus on delivering partners a Video-as-a-Service platform. The company’s proven ability to power private and public video clouds extend video communication beyond the limitations of the traditional conference room to any location, device or endpoint. As the pioneer of managed services for video conferencing, AGT also offers unmatched remote video monitoring and management expertise. AGT is a trusted partner for service providers, unified communications providers, resellers and system integrators – and has served Fortune 1000 companies for two decades. For more information, please visit www.appliedglobal.com and [@agt_video](#).

Desktop Client User Interface

