

Conference Technology

simple,
dependable and
cost effective...



PER MINUTE PLAN

FLAT RATE PLAN BENEFITS

- **Permanent 800 Dial-in Number:** You and your participants dial-in toll-free.
- **Reservationless:** Conference anytime, day or night.
- **Security:** Separate leader and participant passcodes.
- **Custom Options:** Tone In/Out, Music Hold, Auto Hang-up, Name Record and Roll Call options available.
- **Keypad Controls:** Lecture Mode, Mute, Lock, Record and Playback.
- **Record/Playback:** Recordings archived for 30 days
- **CDs:** May be ordered of your recorded calls
- **Billing:** Monthly invoice or credit card.
- **Reliability:** Top quality Spectel bridging equipment
- **Web Conferencing:** Integrates with per minute and flat rate services
- **International:** Same rate for overseas callers

UP FRONT PRICING POLICY

No contracts, no minimums, no sign-up fees, no hidden charges. Rates are tied to a simple Volume Chart:

Total Minutes/Month	Line Rate
1 to 2,500	12¢ per minute
2,501 to 7,500	11¢ per minute
7,501 to 15,000	10¢ per minute
15,001 to 25,000	9¢ per minute
25,001 to 40,000	8¢ per minute
40,001 to 60,000	7¢ per minute
60,001 and beyond	6¢ per minute

Rates are in US Dollars.

(800) 669-4421

customersupport@simplicitycall.com

SIMPLICITYCALL FEATURES:

Outstanding rates are just the beginning. SimplicityCall provides a full range of options and services described here in more detail.

Permanent 800 Dial-in Numbers

When SimplicityCall sets up your account we will provide you with a permanent 800 Dial-in Number for all of your conference calls. Your number is Toll-free for all US domestic callers. For convenience you can even put the dial-in number in your telephone speed-dialer.

Reservationless Conferencing

All SimplicityCall conference calls are reservationless. There is no need to let us know when you want to have a conference call. The SimplicityCall system is ready whenever you are, 24 hours a day, every day of the year. Our passcodes and dial-in numbers allow us to recognize who is making a conference call and when.

Conference Call Security

The security and privacy of your audio conference is a top priority. That is why we provide you with two passcodes for your SimplicityCall account. The Participant Code is the one you share with those who will be invited to join your conference call. The Leader Code is just for the host of the call. Without the Leader Code, participants cannot use your account.

Custom Options

If you have done a lot of conferencing you will appreciate the flexibility our system allows. Your conferencing application may warrant some special features and functions or you may just want to emulate a familiar user interface. With SimplicityCall there are numerous variations available:

Entry and Exit Options: Some call Leaders and Participants like to know when a party has joined the call or has dropped off. We offer three choices:

Tone In/Out Normally a single tone can be heard when somebody enters and a double tone when they leave.

Name Record We can record the participant's name when they sign onto the call and replay their recorded name when they enter or exit the call.

Silence A few clients do not like to be interrupted with any indication of a caller entering or exiting the conference.

You may even want one feature without the other; Tone In but no Tone Out, for instance.

Roll Call: Only when the Name Record feature is enabled, the call Leader may press the *8 to play a Roll Call. This plays the recorded name of each participant still signed onto the call. Roll Call can be a useful tool when you are concerned about who is actually on the call. It can, though, delay the progress of your meeting when there is a sizeable audience. The Name Record/Roll Call Feature is by request only.

Music on Hold: Normally a participant who dialed into the call before the Leader would be placed in Music on Hold until the Leader signs on. The conference call starts when the Leader enters. The Music on Hold feature prevents participants from using the service without permission and allows you to control the entire call. This feature can be disabled allowing participant to chat among themselves while awaiting the Leader.

Auto Hang-up: When the Leader hangs up at the end of the call the system will automatically disconnect all remaining parties. Like Music Hold, this feature prevents abuse. The Auto Hang-up feature can be disabled allowing meetings to continue after the Leader has left the call.

Keypad Controls

There are a number of important features at your fingertips DURING a SimplicityCall audio conference. Each is designed to make your conference call more productive and pleasant.

Lecture Mode: The call Leader may wish to avoid interruptions from the audience during the conference call. The Leader need only press *5 (star-five) on the telephone keypad to mute ALL Participant lines. The Leader may now present without interruption. When ready to take questions and feedback from the audience, pressing *5 again will open all the Participant lines. More than one party can sign on with the Leader passcode and allow multiple presenters for Lecture Mode.

Mute: Each Participant as well as the call Leader can Mute their own line simply by pressing *6 (star-six). Participants who have noisy lines, mobile phones, or who may be using a speaker-phone will appreciate the *6 Mute feature. So will the rest of the conferees. To take the phone off Mute, just press *6 again.

Lock: Occasionally a conference call Leader will want to be certain that only certain Participants are in attendance. When the Leader of a call presses *7 (star-seven) on the telephone keypad the conference call is closed to all additional parties. Participants who attempt to sign onto the call with a valid passcode will be denied access. Pressing *7 again unlocks the call and others may again join the call. [Keypad Commands](#)

Record and Playback

Record: Sometimes the content of a meeting is so important that you want folks who were unable to attend to be able to listen to the call. It is easy to record a call for future playback. The *2 (star-two) feature allows you to begin and end recording a call. Multiple calls can be recorded for playback and are archived for 30 days on the bridge. A CD can be ordered of any recorded call.

Playback: It is just as easy to listen to a recorded conference call as it is to record it. One or more parties can dial in using the conference dial-in number and passcode. Pressing *3 (star-three) allows them to listen to the call in it's entirety or skip a number of minutes at the beginning. [Record/Playback Instructions](#)

If you want participants to be able to listen to a recorded call without the Leader present, the Music on Hold feature must be disabled.

CDs

As mentioned above, SimplicityCall includes powerful and flexible Recording and Playback features. The recordings of your conference call are only available for playback for 30 days from the date it was recorded. If you would like to keep a permanent copy of the Recording then you can order a CD through our On-line Order process. The cost is \$40 for a CD in either Red Book audio format (plays on your CD car stereo or home stereo) or in a .wav format (plays on most computers with a media player). For relatively short recordings we may be able to deliver the .wav file via e-mail. [On-line CD Order](#)

Billing

SimplicityCall issues invoices on a monthly basis for conference call usage during the previous month. Payment Terms are Net - Upon Receipt. We also honor MasterCard, VISA, and American Express.



Your invoice will include a detailed Call Detail Report. This report includes a record of each line on every conference call. For those firms that want to track their conference usage by department or project we can provide

a Customer Accounting Code for each of your users. We have a great deal of flexibility here, give us a call and we will be happy to talk about how our reports can help you keep track of your expenses.

Reliability

The SimplicityCall Operations Center uses the latest Spectel bridging equipment and software. Our great discount rates do not mean that you will be compromising reliability and audio quality. Spectel has been delivering high-performance, carrier-class conferencing platforms for over 20 years. It's their dedication to innovation and customer service that has made Spectel the supplier of choice for long-distance carriers, service providers, corporations and government institutions around the world.

Web Conferencing

Web Conferencing allows you turn a simple conference call into a true multi-media event. SimplicityCall offers a full range of Web Conferencing products and services, the ideal solution for anytime, anywhere web conferencing and collaboration.

Using your PC and web browser, conference participants can view documents and PowerPoint presentations, share applications, chat, white board, and annotate documents - all in real-time, and all in a secure environment.

Web Conferencing services are available on either a per minute basis or a flat rate basis. Choose our Per Minute Conferencing Plan with a Per Minute Web Conferencing Plan or our Per Minute Conferencing Plan with a Flat Rate Web Conferencing Plan.

Webcasting and Archived Events

Webcasting is broadcasting audio/video/slides over the Internet. The on-line nature of Webcasting provides you with the opportunity to lower your communications costs while dramatically increasing the size of your audience, reaching viewers worldwide, and extending the life of your event with an archived version for on-demand viewing.

[More on Webcasting](#)

International

Domestic callers can dial into the 800 Toll-free Dial-in number. Likewise, your international participants will enjoy all of the same features and benefits by dialing into the call on our 641 International Dial-in Number (This will, of course, be a long-distance call for them).

If you would like more information about SimplicityCall, Web Conferencing, and our Unlimited Flat Rate Plan, please visit our website at:

<http://www.simplicitycall.com>