

Company Backgrounder

The Company.

Dimdim, Inc. was founded by a team of entrepreneurs and technologists who had worked together for a collective period of nearly 50 years. The team, scattered across the world in the US, in Canada and in India - kept in touch with each other with an assortment of communications tools that were both expensive and unreliable. The co-founders of Dimdim realized that their frustrations presented them with a market opportunity to create an integrated, easy-to-use and free service to address similar needs of people who were geographically dispersed and who wanted to communicate and collaborate across multiple mediums. And so Dimdim was formed.

Now the world can meet freely.

Based on an open source platform, and used in over 165 countries around the world, Dimdim allows anyone to experience live web meetings using just a browser. **Dimdim is a free web conferencing service** where you can share your desktop, show slides, collaborate, chat, talk and broadcast via webcam - with up to 20 people - with absolutely no download required for attendees. The Dimdim Web Meeting service is also available in open source and commercial enterprise editions capable of supporting thousands of attendees.

Our Mission.

Dimdim is at the forefront of the drive to democratize software. Its mission is to provide a simple unified communication platform for everyone. Dimdim believes it can improve the world by providing simple, open and affordable collaboration software that anyone can use. With this vision, Dimdim hopes to someday deliver real-time messaging, voice, and conferencing to every desktop in the world.

Truly Open.

Dimdim's commitment to open source is reflected in the company itself. Dimdim strives to be an open and transparent company, with open source code, open product roadmaps and easy-to-read technical documentation freely available online. Dimdim's investors share this vision and have unparalleled track records in backing companies who disrupt and improve the status quo. They are from the original investors in Skype, Hotmail, MySQL.

Our Name

Our company's name always evokes a comment. Some like it and other think it's whimsical. And we frequently get questions - So how did you come up with the name? Here's the real story:

We sat down with 18,000 domain names and promised ourselves that we would not leave the meeting without naming our company.

We set 5 simple rules:

- 1) The dotcom domain name must be available
- 2) The name must have high recall
- 3) The name must be international
- 4) The sound of the name must translate without ambiguity to its spelling and hence its domain name
- 5) The spelling must translate unambiguously to its pronunciation

Five hours later we named the company Dimdim.