



DIMDIM LAUNCHES EASY WEBINAR SERVICE

Dimdim Webinar Provides Most Attendee-Friendly Experience; Helps People Make Money Using Just Their Web Browser

BOSTON, MA – September 2, 2009 – Dimdim, the open source, browser-based web conferencing company, today launched Dimdim Webinar, the easiest way to host webinars with up to 1,000 people using just a web browser. The new offering provides a personalized platform and the most attendee-friendly experience for users, along with new ways to market, promote and monetize webinars with ease. The company also announced a partnership with the leading provider of online event management and ticketing services, Eventbrite, to let anyone make money with webinars.

“There are some impressively strong advantages to Dimdim’s webinar offering and it will be interesting to see how competitors react. The feature set is comprehensive, easy-to-use, attendee friendly and affordable in comparison,” said Rob Enderle Principal Analyst for the Enderle Group. “Dimdim is raising the ease-of-use bar yet lowering the price; this is great news for all users of this technology.”

Challenging all legacy providers, who offer expensive, bulky and complex software-based technology, Dimdim introduces its feature-rich, browser-based service at the lowest price on the market for up to 1,000 people. Dimdim Webinar builds on the award-winning Dimdim 5.1 platform, which is used by more than three million people and businesses and offers:

- **One-click attendance** – unlike all legacy webinar products, Dimdim Webinar attendees do not install any software to join, see, hear or participate in webinars, events and presentations. Attendees enter a webinar instantly from any browser, with one click. Likewise, Dimdim Webinar hosts need not install any software to schedule, host, record or even share their presentations.
- **Industry-first Webinar Widget** – Dimdim’s new Webinar Widget allows for flexible, personalized registration, making registering, joining, and promoting your webinar easier than ever.
 - **Personalization** – no longer do you have to send your attendees to someone else’s website to register. The new Dimdim Webinar Widget allows you to accept registrations on your website or on any other blog or web page with one-click. You can also customize the look and feel and behavior of your webinars to keep the focus on your brand while personalizing the experience for attendees.

- **Webinar marketing** – you can now market your webinar and help promote it virally with a single click on Dimdim’s Webinar Widget via your website, blog, Twitter, Facebook or to any social community in advance, when it’s happening, or even after the event. And, because Dimdim Webinar is completely browser-based, you only need a simple URL to join – no software, no hassles, no delay.
- **Monetization** – Dimdim Webinar is accompanied by free comprehensive resources that guide you through the steps for making money from webinars. These include: an affiliate program that pays up to \$150 for each webinar signup, help videos and guides, a dedicated microsite (howtomakemoneywithwebinars.com/makemoney), a free eBook and viral video by the same name, and the ability to schedule and provide tickets to webinars for free or for a fee through an exclusive partnership with Eventbrite;
- **Analytics** – reporting and tracking of webinars gives the host a full picture of who attended or missed your webinar and how participants interacted;
- **Greatly enhanced performance** – hosts can share their desktop with a single click up to five times faster with less bandwidth required and with improved quality and smoothness of operation;
- **Free to try** – with this launch, Dimdim is providing a free 30-day trial of all Dimdim premium offerings. Unlike all other vendors, after a user’s trial ends customers can continue using a 20-attendee version of Dimdim absolutely free.

“Virtual meetings are one of our fastest-growing segments. This is why we’ve partnered with Dimdim to offer the best and most affordable web meeting service alongside our leading online event management and ticketing services,” added Eventbrite CEO, Kevin Hartz.

“To date webinars have been difficult, expensive and, as a consequence, restricted to corporations with the necessary technical and financial resources. Now anybody can freely and easily share their ideas, their interests and their expertise and even make money doing it,” said DD Ganguly, CEO and co-founder of Dimdim. “Dimdim is proud to maintain its commitment to offer free and affordable ways for everyone to meet online through our democratization of real-time, rich media collaboration.”

Whether providing a new revenue channel, saving travel costs, enabling an effective sales tool, replacing or supplementing legacy systems, Dimdim Webinar is the mass market service for holding and monetizing online seminars. With this launch, Dimdim offers a free 30 day trial of Dimdim Webinar. After one month: host an unlimited number of webinars for only \$828 per year (or \$75 per month, pay as you go), which also includes unlimited access to a 100 attendee version of Dimdim Pro. If they choose not to purchase, they can still use a 20 -attendee version of Dimdim absolutely free. For more information go to www.dimdim.com

Dimdim also received accolade for its web meeting solution through IDG’s InfoWorld Bossie Awards, which recognizes each year the best business-oriented open source software products. For more information go to: <http://www.infoworld.com/d/open-source/best-open-source-enterprise-software-740>

ABOUT DIMDIM

Dimdim, the easy, affordable and open source web meeting solution, empowers anyone to hold interactive, virtual presentations – with no downloads required. Whether a replacement for bulkier, more expensive legacy solutions or a complement to current processes, Dimdim enables individuals and organizations of any size to meet with ease online. Dimdim has integrated its solution with dozens of complementary services in its aims to democratize the web. Already used by millions worldwide, Dimdim provides multiple free and commercial on-premise and cloud-based solutions capable of supporting thousands of attendees per meeting. Dimdim is backed by the original investors in Skype, Hotmail, and MySQL and is based in Boston, Mass., with offices in New Hampshire, Canada and India. Dimdim has received accolade and awards from several prestigious organizations including IDG's InfoWorld Bossie Awards, the WebWare 100 Award, ReadWriteWeb's Top 10 Enterprise Products, among others.

About Eventbrite

Eventbrite is an online events marketplace where tens of thousands of individuals, businesses and organizations of all sizes manage, promote and sell out their events. With over five million registrations to date and over ten thousand new events published every month, Eventbrite is bringing explosive growth to the events industry by making it easy for anyone to host a successful event. With a suite of free and easy-to-use online tools, Eventbrite empowers event organizers with everything they need to create a professional online presence and to effectively promote their events on the Web. Eventbrite collects a fee only if you sell tickets, and free events are totally free. As the World's Marketplace for Events, Eventbrite proudly serves event organizers from almost every industry, as well as thousands of non-profits, universities, libraries and faith-based organizations from all over the world. The company is headquartered in San Francisco, CA and additional information is available at www.eventbrite.com.

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