



Press release

Arkadin launches Arkadin Express, its on demand collaboration service designed for Small and Medium Businesses

Nuba becomes Arkadin Express – simple, instant audio, web and video conferencing without billing or reservation

PARIS, 20th June 2010 – Arkadin, global provider of audio and web collaboration services for businesses, today announced the launch of Arkadin Express, an instant conferencing service dedicated to Small and Medium Businesses (SMBs) and individuals. Accessible globally and available 24/7, this new service provides on demand audio, web and video conferences without the usual administration associated with subscriptions, reservations or billing.

Arkadin Express, formerly known as Nuba, provides a simple and instant self-service solution to enable remote meetings for the cost of a phone call. It also offers web and video capability to further enhance collaborative instant conferencing.

Arkadin Express is now available at www.arkadin-express.com and companies can register and use the service immediately, thereby benefiting from the economic and environmental advantages provided by instant audio, web and video conference meetings.

"Arkadin Express is designed for individuals or businesses that need a simple, flexible and on demand collaboration service," explains Jan Vels Jensen, Executive Vice-President, Marketing at Arkadin. "We developed Arkadin Express to meet the needs and constraints of the SMB sector with an emphasis on ease of use and reduction of overheads for our customers. We have more than 9,000 customers worldwide, many of which are in the SMB space and will benefit from the Arkadin Express model. Users new to Arkadin Express can be up and running within minutes and in return will benefit from reduced travel costs in the knowledge that they are also reducing their carbon footprint," he concludes.

The Arkadin Express instant conferencing service is based on the principle of shared costs. It targets all businesses that:

- want to organise conference calls without paying for the costs of all the participants
- do not want to make a contractual commitment or manage billing processes (payment is made through the telephone operator's regular invoice))
- need to make an audio, web or video conference call immediately, without necessarily having planned it in advance.

Using Arkadin Express service is a simple and quick-to-implement self-service solution for SMBs with registration via the website. The conference number for the UK remains the same: 0844 581 4444 and a pin is chosen during the initial website registration. Users can then share the conference details with participants, with a choice of options – audio only, audio and web or audio and video..

About Arkadin

Arkadin is one of the world leading provider of remote collaboration solutions (audio and web conferencing solutions). Arkadin understands that communication is a vital part of any successful business, and provide customizable, cost-efficient, and user friendly solutions. Founded in 2001, Arkadin has grown its business fast, delivering annual growth of 65% over the last 5 years. Arkadin has today more than 9,000 customers worldwide including Renault, Areva, Valeo, Saint Gobain, Arcelor Mittal and Adecco. Operating locally in 23 countries with +650 people throughout Asia, Europe and North America, we have received trust and recognition from the market, as the Deloitte Technology Fast 500, the OSEO Innovation Award in 2008, and more recently the “Prix de l’Ambition” in 2009.