



hotComm – Market Positioning

Market Driver

A productivity gap exists between the Internet and the personal computer.

A paradigm has developed where the PC user is no longer at the center of the connected computing model.

Enhancements to improve content distribution for Internet applications has taken precedence over improving PC user productivity.

A Better Way?

How did this happen?

Answer - Improvements in user productivity, for the most part, have been attributed to the ever evolving Internet.

However, is that really true? In some ways yes, the Internet has enhanced personal productivity while in other ways the answer is – no.

The Next Step

So, the question becomes - How can PC users improve their productivity which, would in turn, close this gap?

***Answer** - By empowering the PC user with new products and Internet based technologies that give the PC **On-Demand** capabilities that allow people and organizations to work more effectively on the Web.*

1st Works Vision

The 1st Works engineers and software designers had this thought in mind when they developed the 1st Works On-Demand Network and hotComm family of PC conferencing and collaboration products.

What is an On-Demand Network?

It is a highly reliable, secure, private, high-performance connectivity system built on the Internet.

It supports the high speed delivery of digital content i.e. VoIP, full motion video, text-based messaging, electronic files, digital images, and web content between any number of IP addressable devices.

Why 1stWorks?

The 1st Works On-Demand Network and hotComm family of products deliver a cost effective, secure and scalable solution for

- ***Interactive PC conferencing***
- ***Webcasting***
- ***Desktop collaboration***
- ***Remote helpdesk support***

What are the products ?

The 1st Works On-Demand Network is a suite of technologies and products each designed to provide unique capabilities for hotComm users

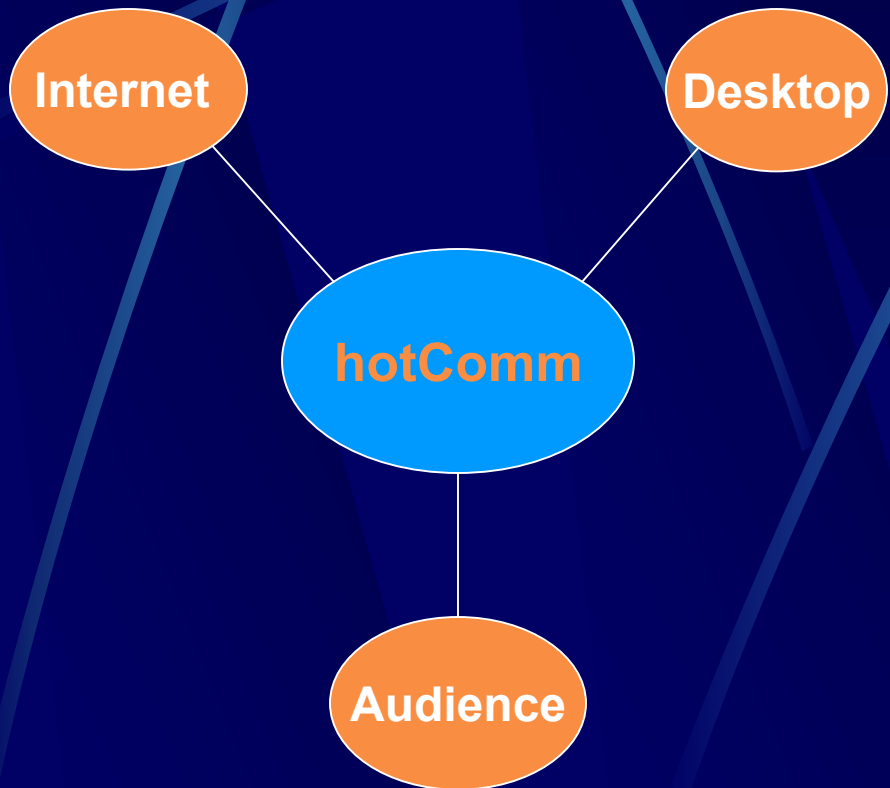
- ***VNS (Virtual Network Server)***
- ***TreeCast Moderator***
- ***Content Relay Manager***
- ***Proxy Server***

What is hotComm?

hotComm is a suite of desktop applications and products that allow PC users to access and control the services provided by the 1st Works On-Demand Network.

- ***hotComm Lite, Standard, and Pro with Dynamic Desktop***
- ***IM-Live the Java based connection option***
- ***ezPeer your personal information site***
- ***Call Manager the hotCall traffic manager***

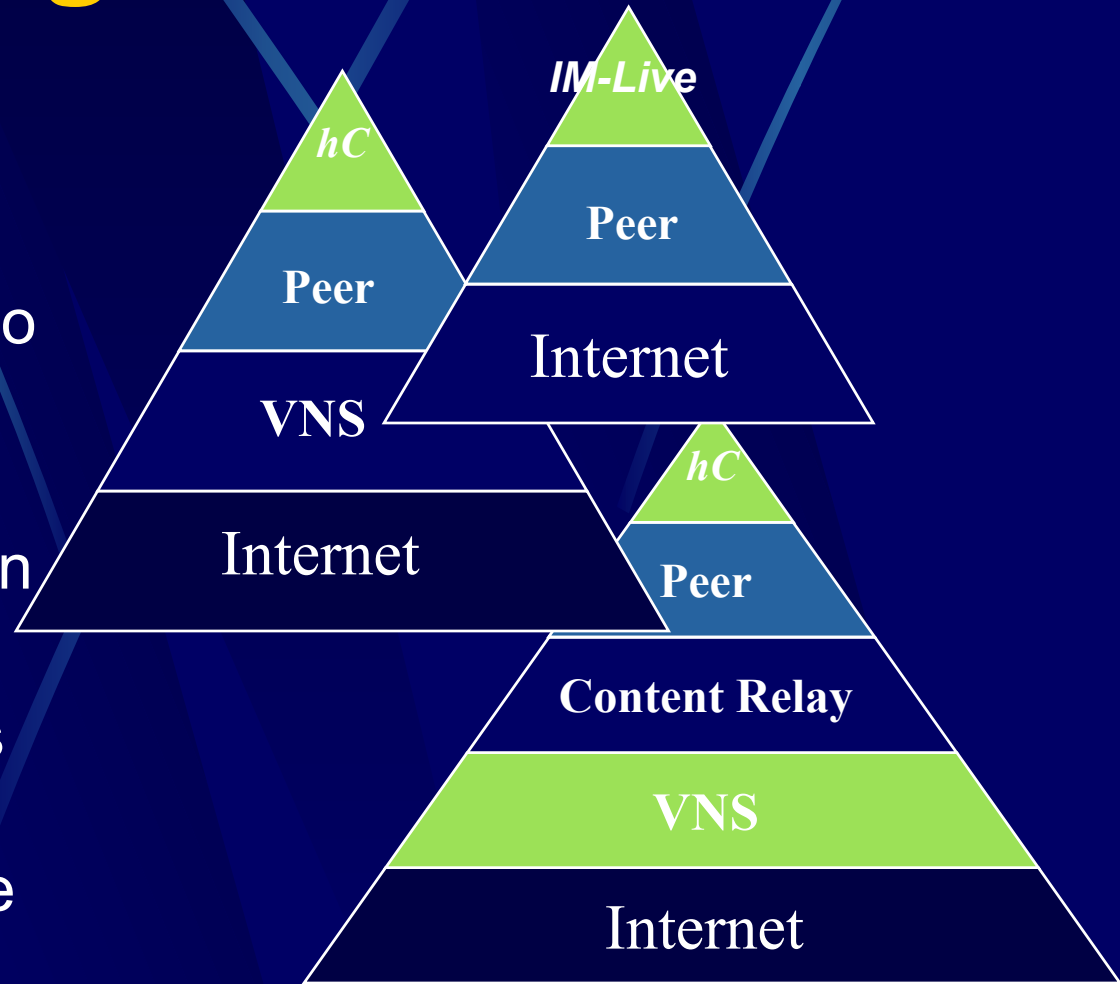
Value Proposition



- Flexibility
- Spontaneous Dialogue
- Connectivity
- Familiarity
- Low Cost
- Scalable
- Secure

Meeting the Needs

- hotComm offers maximum flexibility
- Integrated VoIP, video and keyboard messaging
- Only invited users can participate
- Automatically adjusts to deliver best possible performance



Meeting the Needs

- Easy to understand customizable icons
- Add links and buttons to web sites and emails
- No additional hardware
- Multiple users per session and multiple sessions per host
- Password protected and fully encrypted



■ Talk to Customers Online
■ Talk Using Web Buttons in Ads
■ Talk Using your E-mail Signature


IM-Live
LET'S TALK ABOUT IT!

Interested?
[CLICK HERE](#)

Connect

Close Chat

If you would prefer not to wait for a Live Support Agent,



Please click here to e-mail us.

Vendor/Product Offerings

Vendor/ Product	Microsoft/ NetMeeting	WebEX/ Meeting Center	1st Works/ hotComm
PC to PC Network	Yes	No	Yes
Private Directory	No	Yes	Yes
On-Demand Services	No	No	Yes
Java Connection	No	No	Yes
Session Console	No	Yes	Yes
Rich-media Support	Yes	No	Yes
Presence Detection	Yes	No	Yes
Remote Control/Access	No	Yes	Yes
Secure Content Delivery	Yes	Yes	Yes
Collaboration Tools	Yes	Yes	Yes

Cost Analysis

- Less travel for sales and support staff
- Hold cost effective virtual meetings
- Offer remote product evaluations and on-line demonstrations
- Implement distance learning and tutoring classes
- Rapid response to customer inquiries
- Affinity groups work more efficiently
- Fewer and shorter support calls

Our strengths

- Founders have blue chip background in high-tech industry
- Average experience of developers is over 15 years
- Developed as a complete solution with current standards
- Initial cost is less than the cost of one flight or missed sales opportunity
- Users ready to go in less than 1 hour

User Profiles

- Helpdesk
- Training
- Sales
- Support
- Customer Service
- Project teams
- Marketing
- Affinity groups
- Knowledge merchants
- Security applications
- Virtual office meetings
- Family chats
- Voice/Video conferencing

Next Steps

- Contact us at www.1stWorks.com
- Check out our web site
- Click on an IM-Live hotCall button
- Ask us about how we can help you and your company “Work better on the Web”
- Try it during a free 10 minute 1-on-1 tutorial
- Buy it on-line
- Download and use



“If we build it they will Comm”

– Dick Gorgens and Nigel Spicer

