

Press release

Regensdorf, 4 June 2020

Enterprise video platform provider xtendx integrates Web conferencing functionality

Swiss software companies xtendx and Veeting enter into technology partnership

The enterprise video platform provider xtendx and Veeting, the manufacturer of the web conferencing solution Veeting Rooms, are expanding their existing sales cooperation into a strategic technology partnership. In doing so, xtendx integrates Veeting's technology into its own enterprise video platform Simplex and thus extends it with new functionalities. Thus xtendx is now able to offer all applications from live webcasts, video management and webinars to video conferencing with its own platform. On the other hand it is now possible to make the Veeting web conferencing solution accessible to tens of thousands of viewers instead of the previous maximum of 200 participants. For example, speeches from keynote speakers can be streamed to thousands of viewers in studio quality, and smaller groups of viewers can meet in breakout sessions or for panel discussions and hold separate meetings. Charles Fraefel, CEO of xtendx, comments on the strategic deepening of the partnership: "With the integration of the web conferencing functions we are meeting the growing demand from customers who increasingly want to broadcast their events on the web and combine classic webcasting with video conferencing. With the new meeting functionality, our customers can now also offer bi-directional sessions to the participants of their web events". These meetings in smaller groups can be streamed simultaneously to a very large number of participants or recorded for later viewing.

The cooperation between the two Swiss software houses is also characterized by mutual compliance with the highest technological security standards, data protection guidelines and the exclusive data storage in Swiss data centers or on-premises at the customer's premises. According to Fraefel, Swiss customers, especially those from the financial sector, wanted to have absolute control over event data. This applies equally to the content of the Web TV broadcasts and information on the individual participants, such as shareholders attending general meetings via Web TV. "After xtendx had already successfully offered our web conferencing software as a white label to its customers in the past, we are pleased that the technical integration of our solution into the broadcasting software of xtendx will result in a package solution that is second to none", says Fabian Bernhard, CEO of Veeting. And Fraefel confirms: "With the meeting functions within our Simplex platform, participants of web broadcasting events are provided with a rounded overall experience, which was previously lacking for demanding corporate customers for their broadcasts. »

The Simplex Enterprise Video Platform

The Simplex Enterprise video platform from xtendx addresses both technical and business challenges with easy-to-use applications that can be seamlessly integrated into existing IT services (content management systems, ad servers, analytics, etc.). All online video requirements, from signal acquisition to delivery of any format to all channels and devices, can be covered in a workflow as a service in a public or private cloud) and/or by a software license (on-site, e.g. intranet solution). In this hybrid approach, the Simplex platform provides online video, webcasting, webinars, video conferencing and web TV as on-demand or live casting, always taking into account the individual needs of demanding enterprise customers.

About Veeting

Veeting is a Swiss company with headquarters in Zurich, which has been offering virtual meeting rooms for successful business since 2014 with Veeting Rooms. The WebRTC platform with a wide range of intuitively usable functions also offers attractive white label versions for resellers and companies that value web meetings with their own branding. Veeting Rooms allows easy access without registration or software installation. With encrypted audio and video conferencing directly in the web browser and exclusive data storage in Switzerland, users can rely on a high standard of security even for sensitive data. The software service runs on all common operating systems and is available as a progressive web app with the full range of functions on all mobile devices. Veeting Rooms offers its customers a high degree of flexibility - from the booking of individual vetting sessions to monthly subscriptions to quickly set up white label versions. No matter how: With Veeting Rooms, virtual meetings are as easy as a phone call.

www.veeting.com

contact details:

xtendx AG
Charles A. Fraefel
Adlikerstrasse 246CH-8105
Regensdorf
41 43 299 92 92
charlie.fraefel@xtendx.com
www. xtendx.com

Media and public relations work:

Häfliger Media Consulting
Markus Häfliger
Hirslanderstrasse 51
CH-8032 Zurich
Tel. +41 42 422 66 00
haefliger@haefligermediaconsulting.com
www.haefligermediaconsulting.com

About xtendx

The Swiss company xtendx AG has been active in the online video sector since 2003 and offers its self-developed enterprise video platform Simplex for encoding, transcoding, managing and providing media content on the Internet, intranet and on mobile devices.