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An Online video conferencing solution for diverse industry verticals

Web conferencing is one of the extensively used formats of the online medium to reach a wide audience composition. It is employed in order to interact, promote, announce or just to stay in touch.

/24-7PressRelease/ - NOIDA, INDIA, May 16, 2008 - Flash Communication Server technology has been pioneering in developing virtual conference rooms and loading e-communities with cutting-edge video-chat features. The web conferencing solution provided by Rupiz Media (<http://www.rupizmedia.com/>), is based on the Macromedia Flash MX Server technology designed to conduct business meetings and for live interaction among e-community members.

The web application uses Flash Media as the front end (user interface) and SQL, php and ASP.Net as the back-end support. It provides web-based conferencing solutions on the website and also enables application download for desktop-based conferencing.

Some of the key features of the application are enlisted below:

- a) Live video chat via web-cam or digital video camera
- b) VoIP solution (real-time audio communication through the computer via the use of headphones and speakers)
- c) Free audio-voice-text chat
- d) Featured and personalized user-rooms
- e) Communicating with multiple users simultaneously (video conference)
- f) Separate private and user rooms based on preference
- g) Personal space (user profiles) on the conference-based community
- h) Feature to locate and add new user members after request approval

Meenakshi Wali, Co-Founder and Business Development Head, Rupiz Media, states, "Our prime focus is on the businesses which need instant two-way communication with user-friendly features, for serving multiple purposes. It focuses on providing cost-efficient solutions along with customizable features for the end-users."

The web solution has already been applied to a host of e-commerce websites for the live interaction between user members, retailers and the administration. It is also popular with social networking portals providing audio-visual chat facility and Flash-based video interface.

Rupiz Media is a 360 degree online marketing solution provider. It is the online media agency of Rupiz Infotech, which is now venturing the Indian market as well. The various services that Rupiz Media provides include SEM (search engine marketing), website designing, web application, e-mail & affiliate marketing, display ads, video ads, SMS and MMS marketing services etc.

Site URL: <http://www.rupizmedia.com/>