

Arkadin Introduces ArkadinOneRate Pricing Model

New York, NY, October 20, 2009 - Arkadin (www.arkadin.com), a global remote collaboration solution provider, has launched ArkadinOneRate, a new pricing model that reduces the economic impact of using both web and audio conferencing at separate rates by introducing one single per-minute rate for using any combination of its audio and web conferencing solutions.

The ArkadinOneRate pricing model offers clients a single per minute rate for any combination of Arkadin's proprietary audio conferencing solution, ArkadinAnytime™, and its web conferencing software-as-a-service solution, ArkadinAnywhere™.

"In today's business environment, we see a growing demand for lower cost, less complex pricing models that drive virtual meeting adoption throughout organizations. ArkadinOneRate enhances productivity by providing one easy-to-use platform with the flexibility of using audio conferencing, web conferencing or a combination of both at one simple rate", explained Scott McMaster, North America VP of Sales. "We see many of our clients transitioning from the traditional face-to-face format for activities such as Training, Investor Communication, Product Launches and Project Communication into a virtual meeting format. ArkadinOneRate helps our clients deliver these virtual meetings by implementing a simple, low-cost pricing model that enhances and promotes remote communication within their organizations", added Mr. McMaster.

ArkadinOneRate provides one more way for Arkadin to simplify the use of collaboration solutions. Arkadin pricing and billing options are tailored to clients' global collaboration needs and managed by local teams in 34 offices around the world. Arkadin is committed to the continued development of pricing models that support the market demand for simple, user friendly, low cost solutions that allow individuals to seamlessly communicate whenever, wherever, and however they choose.

Arkadin SA (www.arkadin.com), a [global audio and web conferencing solution](#) provider, enables organizations of all sizes to communicate and collaborate using customizable, cost-efficient, user friendly solutions. Founded in 2001, Arkadin has operating centers in 24 countries throughout Asia, Europe and North America, offering a full suite of [remote collaboration](#) and [online events solutions](#).

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