

Simply, Conferencing

Conferencing Services Core to a Carbon Neutral Business

CentraCall re-launches its conferencing services and website to continue to help businesses cut travel costs and carbon emissions.

Gloucester (February 1st 2007)

Audio and Web Conferencing are core to enabling businesses to cut their carbon emissions through reduced travel without compromising their ability to communicate and collaborate.

This was highlighted in a report published earlier this year which notes that conferencing can be an important part of combating climate change and should be engaged because it is a sector that is used to rapid changes and employs the latest in technology advances.

The report, "Saving the climate @ the speed of light", was a joint initiative by the association of European Telecoms Network Operators (ETNO) and the World Wildlife Fund and addresses the opportunity for Information Communications and Technology (ICT) services to reduce CO2 emissions.

ETNO has collected the results from some third-party verified projects and come up with the following examples of how conferencing can help to reduce CO2 emissions:

- video conferencing: if 20% of business travel in the 25 EU countries was replaced by video conferencing, this would save 22.3 million tonnes of CO2
- audio conferencing: if 50% of EU workers replaced one meeting with one audio conference a year, this would save 2.2 million tonnes of CO2

This combined with the fact that the average return flight from Heathrow to New York produces an estimated 1.54 tonnes of CO2 per person (Climate Care) shows that there is a huge opportunity for businesses to reduce their carbon emissions.

By adopting the right mix of web conferencing, audio conferences and face-to-face meetings, business can still maintain an efficient enterprise whilst drastically cutting their carbon footprint and benefiting from the huge cost and time savings of reduced travel.

CentraCall is a leader in audio and web conferencing services and with the full refresh of its services and re-launch of its website (www.centracall.com), it continues to be dedicated to making conferencing the viable and environmentally friendly alternative to face-to-face meetings.

CentraCall conferencing services allow businesses to conduct any scale and complexity of meeting over our audio and integrated premium web services without the time, effort and carbon costs of employees, partners and customers leaving their offices.

CentraCall offers feature-rich reservationless audio conferencing and premium web conferencing services from strategic partners Microsoft® and WebEx™. CentraCall aim to offer these integrated audio and web conferencing services to small and medium sized enterprises who are looking to realise the benefits of integrated conferencing services, reduced travel costs and effective management of carbon emissions.

Our Reservationless audio conferencing features the ability to conduct a conference call at anytime without needing an operator or reservations. Its feature rich, with the ability to record your conference call, mute all participants bar the call leader, roll-call, lock the conference from further participants and the ability to hold sub-conferences. Unlike other providers, there is no sales pitch with CentraCall, our prices are set as low as 6.5p per minute and are available to all companies regardless of size or usage.

Our premium web conferencing services allows for small collaborative working sessions to large online presentations and interactive webinars. Additional features include audio controls, desktop sharing, reporting tools, recording options and print to PDF ensure CentraCall web conferencing provides the ultimate collaborative platform for your day-to-day communication needs.

CentraCall is a subsidiary of InterCall Conferencing Services Limited; the world's largest conferencing specialist begins operations under its new website and service offerings on the 1st February 2007.

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ABOUT INTERCALL

InterCall, a subsidiary of West Corporation, is the largest service provider in the world specializing in conference communications. Founded in 1991, InterCall helps people and companies be more productive by providing advanced audio, event, web and video conferencing solutions that are easy-to-use and save them time and money. Along with a team of over 500 Meeting Consultants, the company employs more than 1,500 operators, customer service representatives, call supervisors, accounting, marketing and IT professionals. InterCall's global reach extends to the United States, Canada, Mexico, Latin America, the Caribbean, the United Kingdom, Ireland, France, Germany, Australia, New Zealand, China, India, Hong Kong, Singapore and Japan.

For more information, please visit www.intercalleurope.com.



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