

Leader Phone[®]

Customer Select[™]

Customer-definable audio conferencing rates offer traditional features *plus* Web 2.0

Traditionally, audio conferencing offered few options because the underlying technology was built for telecom billing convenience, not for user *productivity* and *flexibility*. Leader Technologies[®] changed all that when it was awarded a patent for its Digital Leaderboard[®] Web 2.0 technology in late 2006.

More services. Higher quality. Lower cost. Greater flexibility. Any time.

All conference calls are not created equal. Some require privacy, others do not. Some you want to pay for, others you'd like the participants to pay for. Some you'd like to record. Some require lots of dialogue while others require only the presenter to speak.

A rich blend of rating and features options that customers deserve has eluded traditional audio conferencing due to the limitations of the technology "box" that supports the call. Leader's phone-Web 2.0 innovations changed everything. Now you can have your cake and eat it too!

What is Web 2.0?

Web 2.0 is a trend in the use of World Wide Web technology and web design that aims to facilitate creativity, information sharing, and, most notably, collaboration among users.*

Leader's innovations combine traditional telecommunications services with new Internet data capabilities. This integrated approach reinvents audio conferencing by elevating the features available to users beyond a few worn-out offerings. No more.

The *customer* is king with Leader Phone[®]!



4½¢ per minute
per participant
for toll dial-in

Access dialing rates:

4½¢ toll Web 2.0 features vary with rate
9½¢ toll-free

Popular Web 2.0 features:

- Access options
- Direct dial - Star*1
- Record - Star*4
- Group dial
- Web controls
- Privacy/security options
- Accessibility options
- Alerting add on
- Billing options
- PIN self-management
- Supports Green initiatives

Contact:

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| | Features | Traditional | Web 2.0 Innovations | | |
|------------------------|--|-----------------|--------------------------|--------------------|-----------------------|
| Call Management | Record/playback | No | Star*4 | | |
| | Direct dial | No | Star*1 | | |
| | Volume controls, 1 | Star*2/Star*8 | | | |
| | Mute / un-mute | Star*7/Star*9 | Web console-controlled | Supports 100's | |
| | Volume controls, all | No | 22/88 | | |
| | Lecture mode | No | 77/99 | | |
| | Web controls | No | Security/privacy-related | To manage call | Monitor attendance |
| | Group dialing | No | Phone-initiated | Web-initiated | |
| | Privacy | No | Host-2-PIN | Individual PINs | Monitor participation |
| | Security | No | 1-PIN, changeable | 2-PIN, Dissolving | Conference lock |
| | Directory management | No | Online | Groups | Excel upload |
| | Accessibility | Vol ctrl, indiv | Volume controls, host | Star*4 record | OCR add on |
| | Call history | No | Email | Online | Monthly statement |
| | Call notebook | No | Online | Email participants | |
| | Call scheduling | No | Web console initiated | Email invitations | Email changes |
| | Custom announcements | No | Pre-recorded | Prior to call | |
| Outlook support | No | Contacts upload | Invitations | | |
| PBX dial-through | No | Star*5 | | | |
| Help/Support | Accessibility services | No | Standards included | Contract add on | |
| | Customer assistance | Quick ref | Online tutorials | Work hours | 24x7x365 |
| | Moderator services | No | Star*0 as needed | Work hours | 24x7x365 |
| | Operator assistance | No | Star*0 as needed | Work hours | 24x7x365 |
| | Technical assistance | Email | Online tutorials | Work hours | 24x7x365 |
| | Transcription services | No | Contract add on | | |
| | Translator services | No | Contract add on | | |
| Administration | Billing options | No | Individual | Group | Central |
| | Fees | Per call | Monthly fixed | Monthly variable | |
| | News | No | Dial-in | Web-based | |
| Add ons | Leader Alert [®] notification | No | Voice, texting, email | Opt-in portal | |
| | Leader File [®] sharing | No | Web-based | | |
| | Leader [®] Voice Mail [™] | No | Dial-in | Web-based | |
| | Leader News [®] dial in | No | Dial-in | Web-based | |
| | Leader Meeting [™] web conferencing | No | Web-based | VoIP | |