

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

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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	