

## **Moreson Conferencing-One World, One Call Through Innovative UltraCall Service**

The world just got a lot smaller—and a lot less expensive and more convenient to communicate with business associates from around the globe, thanks to Moreson Conferencing.

Moreson, a teleconferencing company, based in the United States, has chosen Manchester to launch UltraCall, its innovate service, which allows a company to moderate a reservation-less global conference call, with no international long distance charges.

According to Mark Jackson, CEO and chairman of Moreson Conferencing, England is the logical step in the initial implementation of UltraCall. “The United Kingdom is the perfect place for us to locate our first international office,” Jackson noted. “The UK is the one of the largest economies in the world, and all that is business driven. We are receiving a warm welcome by the English business community.”

According to Neil Fountain, Chief Executive of MIDAS (Manchester Investment & Development Agency Service), community and corporate leaders in Manchester are very enthusiastic about Moreson establishing operations here. “We are delighted to be helping Moreson establish their first operation outside the USA,” he said. “Moreson has already recognized the strengths of our city, particularly the abundant customer service skills that exist here, and we look forward to working closely with them.”

Jackson continued by saying that, “Our next step is to hire revenue-producing personnel in the UK. I will actually be spending the entire month of May in our UK office.” In addition to England, Moreson is currently providing UltraCall services to customers in The Netherlands, Canada, Panama, U.S., France and Germany. Moreson is also preparing to provide UltraCall services to customers in Mexico, Singapore, Japan, Australia and South Korea.

UltraCall is the latest in the family of teleconferencing products and services offered by Moreson. Created in 1996, Jackson saw the need in the business community for reservation-less teleconferencing. After creating a service where business-persons could schedule a telephone conference, without the use of an operator, he expanded his stable of products to include “event calling” and web-based teleconferencing (WebCall), which enables a telephone conference to include graphics.

Creating UltraCall and launching it in Manchester is a very important step in completing Moreson's mission of making teleconferencing as convenient and cost efficient as possible. "It's important to our mission because it totally eliminates international long distance conferencing calling charges," Jackson explained. "For example, if someone in England wishes to conduct a conference call with people in three other countries, and they are not using our UltraCall system, they need to connect with an operator, and each person must connect with the moderator using an international phone number."

If the business person in England was using UltraCall, he continued, they could simply e-mail the participants of the call and tell them what time the conference call would take place. Each one of these participants would be given a local in-country dial-in number. In other words, someone in Australia would be given a local Australia number, a person in the U.S. would be given a U.S. number and so on.

"So there are absolutely no international long distance charges," explained Jackson. "In addition to being more cost efficient, there are other advantages as well. UltraCall is reservationless. You don't need an operator and you conduct calls at your convenience. And, a company always knows how much it's spending on global conferencing, because all of the bills will be coming from one provider.

"There is no reason why it should be more difficult and more expensive to make a conference call in Rome, Italy than Rome, Georgia or Birmingham, England than Birmingham, Alabama," Jackson noted. "We want to enhance the ability for people to communicate with each other. In this day and time, for a multitude of reasons, it is more important and vital than ever before. That is our mission, one world, one call."