

BeamYourScreen Criticizes Those Traveling to Discuss Green IT

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BeamYourScreen

While BeamYourScreen will be the first to admit that the topic of Green IT deserves greater time in the spotlight, the online collaboration solutions provider is pointing an accusing finger at companies who are in fact contributing to CO₂ gas emissions by traveling across the planet for their green meetings.

Mannheim, GERMANY March 24, 2009 – While some technology providers may find it productive to gather and discuss the importance of Green IT, BeamYourScreen stands strong on their opinion that such meetings are unnecessary. In light of the growing focus on Green IT, BeamYourScreen is urging companies across the globe to make the smart move of employing online collaboration solutions for both environmental and economic reasons.

The award-winning software provider, makes no mistake about emphasizing that the topic of Green IT needs to gain greater attention. However the company's disapproval of meeting to discuss Green IT stems from its core value that traveling such long distances is harmful to the environment and can easily be avoided.

“Instead of traveling, companies can immediately adopt greener practices by organizing meetings over the Web,” explains Mr. Boos, Co-Founder of BeamYourScreen. “Employing online collaboration solutions can in fact allow companies to meet online and discuss the issue of Green IT itself.”

Since the development and appearance of online collaboration, the attraction to the technology has been the idea that using software and the Internet can significantly reduce a company's travel expenses, not to mention the time saved. Needless to say, how to save on business expenses has never been a hotter issue than now, considering the current economic crisis. However, clearly the benefit of using BeamYourScreen's online collaboration solution is two-fold for a company: save money and the environment.

According to the European Commission, cars are not to emit more than 130 CO₂ g/km. However, currently vehicle emissions can reach over 200 CO₂ g/km. Taking into account the European target figure of 130 CO₂ g/km, a simple scenario can be created for example purposes:

Assuming one salesperson drives 70,000kms over the course of a year to visit prospects, this individual would be responsible for 9.1 tonnes of CO₂ gas emissions come the end of year. Consequently, if a company with a field sales force of 30 people would simply use online meetings for just half of their sales demos, they could possibly save 136.5 tonnes of CO₂ gas emissions.

At present over 1500 companies are benefiting from the BeamYourScreen technology, not to mention the environment that is benefiting from these companies who are actively eradicating thousands of tons in CO₂ gas emissions. Further information available at www.BeamYourScreen.com.

About BeamYourScreen

Established in Germany in 2004 by Erik Boos and Mark Zondler, BeamYourScreen is a renowned provider of innovative web collaboration solutions, whose product range consists of software solutions for online meetings, online presentations, and remote support. At present, more than 1500 corporate customers in over 40 countries worldwide are using the BeamYourScreen technology and benefiting from significantly reduced travel time and travel expenses. The makeup of these customers ranges from small and medium sized enterprises to large global corporations such as Toshiba, Yamaha, and Roche.

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