



## **Lighthouse Conferencing Partners with Hewlett Packard Media Solutions to Offer Global Webcasting Services**

*Lighthouse Conferencing, provider of industry leading audio, web and video conferencing services, offers a new webcasting service via partnership with Hewlett Packard's Media Solutions group.*

([PRWEB](#)) March 30, 2010 -- Lighthouse Conferencing today announces the launch of a new webcasting service to enhance the company's collaboration offering and provide better value for Lighthouse customers. This new webcast offering comes as a result of a partnership with Hewlett Packard's Media Solutions Group, a leading provider of broadcast meeting and collaboration solutions, and adds new global broadcast webcasting capabilities to the Lighthouse suite of collaboration services.

"HP Media Solutions has perfected this service by using it internally for their most important corporate communications – with up to 50,000 participants. I can't think of a better endorsement or proof of concept than that. We won't allow our customers to use any service we wouldn't use ourselves and I can confidently say that the webcast offering supported by HP Media Solutions is truly best-in-class," says Marc Gutman, Chief Meeting Officer of Lighthouse Conferencing. "Our customers recognize the Hewlett Packard name as a worldwide leader in next generation communication services, and HP Media Solution's technologies will enhance our webcasting capabilities and expand Lighthouse's event conferencing services to create an extremely rich and powerful messaging experience, at a competitive price for our customers."

Lighthouse Conferencing's new webcasting offering includes distribution on the internet by HP Media Solutions, the ability to host thousands of participants, pre-event registration, robust pre & post-event reporting, multiple levels of in-meeting interactivity, and on-demand archives, all delivered by a Content Delivery Network (CDN) with tens of thousands of media servers strategically placed world-wide. Integrated with Lighthouse Conferencing's global audio conferencing platform, Premium Operator Assisted and Event services, white glove customer support, and years of experience with these types of mission critical communications, webcasting technologies provide Lighthouse customers increased capabilities for broadcast messaging.

"Webcasting, like conference calling, has become integrated into the fabric of how businesses communicate with remote employees, customers and prospects," Gutman added. "By offering webcasting services from HP Media Solutions, we expand Lighthouse's ability to deliver cost effective corporate communications, town hall and all hands meetings, investor relations, HR compliance and global training for our global customer base."

About Lighthouse Conferencing:

Lighthouse Conferencing provides intuitive and affordable audio, web, video and event conferencing services for every type of meeting and event. With global reach and integrated solutions from top technology providers, Lighthouse Conferencing can guide its customers to any solution they need. But first and foremost, Lighthouse Conferencing takes pride in listening to the customer and providing an unprecedented level of service. For more information, visit [www.lighthouseconferencing.com](http://www.lighthouseconferencing.com).

###



### **Contact Information**

**Marc Gutman**

Lighthouse Conferencing

<http://www.lighthouseconferencing.com>

877-234-3433

### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).

### **PRWebPodcast Available**

[Listen to Podcast MP3](#) [Listen to Podcast iTunes](#) [Listen to Podcast OGG](#)