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## **ClearOne Unveils Indirect Channel Program Targeting VoIP Companies, Telecom Agents and Managed Service Providers to Address the Broad Range of Opportunities in the Growing Desktop and Mobile Communications Markets**

SALT LAKE CITY, Oct. 28, 2014 /PRNewswire/ -- ClearOne (NASDAQ: CLRO) a global provider of audio and visual communication solutions announced today the launch of its New ClearOne Connections Partner Program. With the rapid emergence of personal video capabilities among Internet connected desktops and mobile devices, coupled with the increasing demand for traditional video-conferencing capabilities; unrivaled opportunities abound for service providers and telecom agents selling voice, wireless, data, and cloud services to win in the growing any-to-any ubiquitous video conferencing service market.

Aimed at businesses of any size, ClearOne's Spontania is an easier, more elastic and more affordable way to collaborate using voice, video and content. The Spontania cloud-based service empowers customers to deploy HD video conferencing, web collaboration, and more with equipment most businesses have and use every day - video conferencing endpoints, desktops, laptops, web browsers, tablets, and smartphones. With Spontania there is no hardware investment and the service operates off of a reservation-less model, enabling on-demand video communications from anywhere, anytime, with anyone on any device.

### **ClearOne Connections Partner Program Consists of Two Models:**

ClearOne's White Label Channel Program: With the telecom and IT channels convergence, ClearOne's White Label Program is designed for partners targeting different vertical markets to sell and support services under their brand with a scalable cost effective, future proof SaaS solution, without the infrastructure complexities and associated cost.

The program targets VoIP Service Providers who offer internet telephony, IP-PBX solutions and unified communication services, Interconnect Companies who are system integrators selling, installing and supporting voice hardware/telephone systems, and Managed Service Providers who are service delivery focused partners that provide delivery and management of network-based services, applications, and equipment.

"Owning the customer means our partners can offer video conferencing and collaboration solutions under their brand, set price points based on customer requirements, and bill customers directly, thereby increasing value and average revenue per user. The ClearOne White Label Program offering is targeted at small to mid-size service providers with existing customer bases who prefer to focus on selling services rather than managing the operational complexities" says Kent Terpe, ClearOne Indirect Channel Consultant.

ClearOne's Agent Program: ClearOne's agent program is designed to jump start a traditional telecom agent's entry into the rapidly growing cloud, desktop and mobile communication markets. Agents sell a vast portfolio of telecom products and services (local, long distance, Internet access, VoIP, Ethernet, etc.) from many telecommunication companies and have become a trusted advisor to the business community.

According to Kent Terpe, "The ClearOne Agent Program will be a game changer, as the telecom agent channel looks to differentiate their solutions, strengthen customer relationships and grow revenue. ClearOne gives businesses of any size everything they need, positioning our partners to win more deals by offering the most affordable and best-in-class cloud-based video conferencing & collaboration solution. And to boost business interest and confidence, agents are invited to participate in ClearOne's *Experience Spontania - Try & Buy Program*."

### **About ClearOne**

ClearOne is a global company that designs, develops and sells conferencing, collaboration, streaming and digital signage solutions for voice and visual communications. The performance and simplicity of its advanced, comprehensive solutions offer unprecedented levels of functionality, reliability and scalability. More information about the company can be found at [www.clearone.com](http://www.clearone.com).

<http://investors.clearone.com>

### **Contact:**

Jimmie Owsley  
ClearOne Marketing

1-801-975-7200

[jimmie.owsley@clearone.com](mailto:jimmie.owsley@clearone.com)

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