

- [Consultants and Analysts](#)
- [Leadership Team](#)
- [Company](#)

# Unify Defines and Delivers a New Industry Category for the New Way to Work and Promises a Radical Shift in the Human Work Experience

Munich and Boca Raton, FL, Oct 28, 2014

After two years of intensive study of people and work and the impact of technology on productivity, [Unify](#) today announced from [WSJDLIVE](#), The Wall Street Journal's inaugural technology conference, and an event with design firm [frog](#) in Munich, that it has defined and now delivered a completely new category of technology for the way people and companies will work moving forward. Combining art and science to revolutionize collaboration, Unify has created Circuit, previously known as Project Ansible. Circuit operates from a single-pane-of-glass that brings together voice, video, screen sharing, messaging, and file sharing. Circuit removes the burden of app switching from people so they can focus on connecting, innovating and collaborating. It is a platform that stores and manages information through associations and conversations.

“No other enterprise vendor has approached the challenge of work and productivity like Unify,” said Dean Douglas, CEO at Unify. “We thought about people first as we set out to study the problems of work today. How do we help people feel good about their work experience, when do they feel most connected, valued and productive. We created an experience that mimics the brain, and naturally transforms the collaborative process, and teamwork. Simply put, we’ve enabled a New Way to Work that is about people first—that is our passion. With our focus on making work more enjoyable we know it leads to more productivity, which makes people happier and then enables them to create greater value for our customer—the enterprise.”

First debuted to wide acclaim from customers and analysts in June 2013 and designed in collaboration with frog, Circuit empowers teams to engage in rich and meaningful conversations across virtually any communications channel or device resulting in dramatically improved team productivity. Circuit is a completely new and innovative software offering designed to extend beyond the promises of [Unified Communications \(UC\)](#) supporting recognized industry megatrends like Bring Your Own Device (BYOD), addressing the role of millennials in the workforce, their requirements of mobility and the rise of the Anywhere Worker.

“Circuit is a great example of how work technology should work and how we as users want it to work,” said [Stowe Boyd](#), Research Lead at GigaOm. “Circuit's user experience is based on a deep understanding of how today’s teams want to connect, communicate and work together on a daily basis.”

Unify conducted customer beta trials over the last five months to gather further feedback on the user experience, with responses from C-Level, line-of-business end user, and IT customers. More than 80% said the unique value proposition that Circuit presents is valuable to their business.

Leveraging the latest technology trends, Circuit is the first enterprise-class communications and [collaboration](#) offering to leverage [WebRTC](#) standards, providing high-quality video and voice from a browser, PC, tablet or phone, while utilizing bandwidth resources very efficiently. Key capabilities of Circuit today include:

- **Single-pane of glass.** Circuit is one web application that brings together all types of media including voice, video, screen share, textual messaging, and content sharing into a single place. Users can collaborate in whatever modality feels most natural to them in one intuitive, collaborative application.
- **Powerful and contextual search capabilities.** With Circuit, all content is easy to find. The ability to search and filter by search terms and people, enables users to quickly find the things they need, whenever they need them.
- **Content storage and history.** Circuit provides instantaneous access to files and information shared within conversations over time. Everything stays within the context of the conversation, keeping everything that is relevant together in one place.
- **Social collaboration.** Circuit users participate in private one-to-one, group, or company-wide conversations, where all content and communications is shared in an ongoing, free flowing and continuous conversation stream, that moves with them wherever they go.
- **Natural user experience.** Circuit's simplicity takes collaborating to a new level. The intuitive user interface provides a more natural and social collaboration experience that is the same on all Circuit devices—from Chrome web browser, iPhone®, or iPad®. Support for Android™ will be available in January 2015.

## Global Launch

Unify CEO Dean Douglas and CMO Bill Hurley will discuss the launch of Circuit today via a global webcast from events in Munich and California. To participate in this webcast, please join us today, Oct. 28 at 10 a.m. Pacific/1 p.m. Eastern at [unify.com](http://unify.com).

## Customer Feedback

“The user interface looks and feels very sleek and professional, and highlights how Unify is innovating in this space,” said Volker Bilgram, team lead at Hyve. “Beyond the technology aspects, Circuit’s user experience is unlike anything we have seen in terms of business collaboration before.”

“The simplicity of getting onboard with Circuit really made it easy for our employees to adopt the solution to fit the needs of work, today,” said Bill Bouie, President and CEO of SkyCom, a provider of telecommunication systems for hospitality. “Our team was excited to try it and we didn’t need any special equipment to get it running.”

“Unify’s latest innovation, Circuit, doesn’t disappoint,” said Michael Deppert, ICT system engineer at City of Zurich. “We’re excited to be using Circuit and we’re already seeing an improvement in the way our teams communicate and collaborate. The product is the first step in the right direction.”

## Pricing and Availability

Available now in the US, UK and Germany, pricing for Circuit is \$14.95 per user/month. As part of the launch, Unify is offering a 60-day free trial. Circuit users who sign up for an annual contract will be offered Circuit for free through March 31, 2015.

## About Circuit

The result of an agile development effort including extensive research on user requirements and preferences, Circuit is the next-generation communications and collaboration platform from Unify. Previously known as Project Ansible, Circuit improves teamwork by bringing together voice, video, messaging, screen share, and file sharing into a single platform, with one unified view across virtually all devices. Designed to extend beyond the promises of unified communications (UC), Circuit enables teams and “anywhere workers” to collaborate as naturally when they are apart as when they are together, sharing a full history of information and content in a persistent and secure meeting space.

For more information on Circuit, please visit [www.yourcircuit.com/](http://www.yourcircuit.com/) or #yourcircuit on Twitter following the global webcast on Oct. 28 at 10 a.m. Pacific/1 p.m. Eastern.

Note: All trademarks mentioned herein are property of their respective owners.

## About Unify

Unify is one of the world’s leading communications software and services firms, providing integrated communications solutions for approximately 75 percent of the Fortune Global 500. Our solutions unify multiple networks, devices and applications into one easy-to-use platform that allows teams to engage in rich and meaningful conversations. The result is a transformation of how the enterprise communicates and collaborates that amplifies collective effort, energizes the business, and enhances business performance. Unify has a strong heritage of product reliability, innovation, open standards and security.

###

This release contains forward-looking statements based on beliefs of Unify's management. The words "anticipate," "believe," "estimate," "forecast," "expect," "intend," "plan," "should," and "project" are used to identify forward-looking statements. Such statements reflect the company's current views with respect to future events and are subject to risks and uncertainties. Many factors could cause the actual results to be materially different, including, among others, changes in general economic and business conditions, changes in currency exchange rates and interest rates, introduction of competing products, lack of acceptance of new products or services and changes in business strategy. Actual results may vary materially from those projected here. Unify does not intend or assume any obligation to update these forward-looking statements.

## Additional Resources

[Unify on Twitter](#)

[Unify on Facebook](#)

[Unify on LinkedIn](#)

[Unify on Google+](#)

[Unify on YouTube](#)

[Unify blog](#)

[Back to overview](#)

## Media contact:

Amy Martin  
Head of Global Public Relations  
[amy.martin@unify.com](mailto:amy.martin@unify.com)  
+1 408 492 2785



- [Trending Topics](#)
- [WebRTC](#)
- [SIP Trunking](#)
- [Business VoIP](#)
- [Communications Software](#)
  
- [IVR](#)
- [OpenScape](#)
  
- [Unified Communications](#)
- [Collaboration Software](#)

---

© Unify Inc. 2014

- 
- 
- 
- 
- 
- 
- 
  
- [Contact](#)
- [Legal Information](#)
- [Privacy Policy](#)
- [Terms of use](#)
- [Sitemap](#)

