

MiniFrame Named a CRN Emerging Technology Vendor



MiniFrame named one of nine hot and upcoming vendors of virtualization products due to its revolutionary software-only, multi-user solution that guarantees high profit margins and unique benefits to distributors especially valid in economic hardship.

Netanya, Israel, July 7, 2009 – [MiniFrame](#), vendor of revolutionary multi-user software, today announced it has been selected by Everything Channel as a CRN Emerging Technology Vendor. MiniFrame is listed as a hot and upcoming Emerging Virtualization Vendor for its highly cost effective and energy efficient multi-user software solution that delivers excellent benefits to its channel distributors and partners. *CRN's* Emerging Technology Vendor list captures companies that are delivering high margins for solution providers with innovative and easy-to-use technology that undercuts industry giants.

SoftXpand is sold through a growing international distribution/reseller network across six continents that sell turnkey solutions, serving the following vertical markets: Education, SMBs, Call Centres, Internet Cafes, Banks, and more. Distribution partners range from small system integrators to large software and hardware distribution companies. SoftXpand distribution/reseller partners enjoy a competitive edge, increased margins, and the ability to offer an innovative solution, with no inventory risk. MiniFrame is also continually expanding its strategic alliances with industry leaders, including hardware manufacturers and software developers.

MiniFrame's SoftXpand solution uses a unique load balancing, virtualization technique to transform a standard Windows PC into multiple independent workstations. Unlike thin client solutions, SoftXpand does not require proprietary hardware. Each SoftXpand workstation's performance is equal to the original host PC's performance, with SoftXpand supporting every type of application, including multimedia applications, video and flash, and in and out sound; the user experience is identical to that of a standard PC. With its proprietary technology, MiniFrame provides top performance computing at an ultra low cost at any given PC level. End-user benefits include at least a 75 percent reduction in IT total cost of ownership, with extensive savings in the cost of hardware, maintenance, deployment, electricity, human resource productivity, overhead, space and logistics, as well as improved management and networking efficiency. Since SoftXpand requires only standard, off-the-shelf hardware, this revolutionary solution is aligned with hardware industry advancements, and therefore is able to transparently keep up with the best cost – performance ratio possible. Named the Ultimate Green IT Solution, SoftXpand shares the power of the host PC among all workstations, leading to significantly reduced energy

consumption as well as lower CO2 emission levels, manufacturing, transportation, packaging, heat output and land fill.

"Solution Providers seek out innovative vendors that create new and innovative ideas to help them build revenue and customer loyalty. Our Emerging Tech list is where Solution Providers go to find these vendors. We congratulate all of the vendors for their innovation and creativity and their commitment to the technology sales channel," said Robert C. DeMarzo, senior vice president and editorial director, Everything Channel.

"We are thrilled to be recognized as an Emerging Vendor in the virtualization domain, a domain which has now become mainstream. MiniFrame truly brings to the field of virtualization a new approach to desktop consolidation based on its innovative software only technology that enhances the standard PC with multi-user capabilities. We are continuously seeking distribution partners that can expect unmatched benefits including higher margins, no hardware inventory risk and an in demand product. We offer a three way win – win opportunity: our solution offers distributors higher profits, lowers end-user expenses and lowers carbon footprint. The fact that our solution can do this is extremely significant to vendors struggling to gain a competitive edge while increasing their markup, which is especially important in the tough economic times we are facing. Our slogan, "doing more with less", best expresses MiniFrame's philosophy and the best practice we are committed to, which is materialized through our channel partners," said Eli Segal, CEO, MiniFrame.

The vendors who make the CRN Emerging Technology Vendor list were founded in 2001 or later, have revenue under \$1 billion and have an active U.S. channel strategy. Final selection to the Emerging Technology Vendor list was made by the *CRN* editorial team after a review of submitted information.

About MiniFrame

MiniFrame's award-winning desktop virtualization solution offers high-performance technology and flexibility, enabling customers to switch to green IT and dramatically reduce costs. Unlike thin client solutions, SoftXpand does not require proprietary hardware. MiniFrame provides high performance multi-user solutions to various vertical markets, including education, small to medium sized business, call centre, internet cafe and the banking sector. MiniFrame has distribution partners in 4 continents, and is continuously seeking to expand its international distribution network, offering a unique window of opportunity to its partners. Moreover, MiniFrame is currently seeking strategic investors and partners who share our values and commitment to efficient IT to help shorten our time to market. For partnership inquiries please visit www.miniframe.com or contact MiniFrame by email: sales@miniframe.com.

Everything Channel (www.everythingchannel.com, www.channelweb.com)

Everything Channel is the one-stop shop for accessing, enabling, managing and accelerating technology sales channels. From branding and recruiting to marketing and sales, Everything Channel offers technology marketers the unmatched breadth and depth of global brands and market intelligence combined with unparalleled audience loyalty and credibility serving all technology sales channels through an extensive database. Everything Channel provides innovative sales and marketing solutions to arm the sellers of technology with the resources they need to achieve measurable and significant results.

About United Business Media Limited (www.unitedbusinessmedia.com)

UBM (UBM.L) focuses on two principal activities: worldwide information distribution, targeting and monitoring; and, the development and monetization of B2B communities and markets. UBM's businesses inform markets and serve professional commercial communities - from doctors to game developers, from journalists to jewelry traders, from farmers to pharmacists – with integrated events, online, print and business information products. Our 6,500 staff in more than 30 countries are organized into specialist teams that serve these communities, bringing buyers and sellers together, helping them to do business and their markets to work effectively and efficiently.

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