



PRESS RELEASE

[Seats2meet.com and meetin.gs Ltd in Utrecht:](#)

Real-World Finally Shakes Hands with Digital - On-Line Meetings Extended to Face-to-Face Meetings

Utrecht, the Netherlands - March 19, 2012. The mess of organizing meetings, changing agendas, materials, minutes, and taking care of follow-ups may soon be history. Meetin.gs and Seats2meet.com introduced a new ground-breaking service that changes the way how meetings get organized.

Seats2meet.com's network of business centers will now provide an "online meeting room" for all their meeting room reservations based on the Meetin.gs service. The partners challenge both digital and physical meeting providers with its unique integrated solution. For business centers, it doesn't require any additional physical equipment. Once the meeting reservation has been made at Seats2meet.com, the online service will facilitate the logistics around organizing a meeting.

While organizing on-line meetings is free of charge, you will need to pay when you want to have a conference room for face-to-face discussion. Handshaking and joint coffee drinking have value and should be considered a premium extension to on-line meetings.

The companies demonstrated the service last Thursday for professionals participating in the 3rd Space World Conference streamed online from Utrecht, the Netherlands.

"We facilitate a dynamic co-working environment where our guests meet for collaboration, as well as to share their knowledge with others. This is where the boundaries between the physical and virtual have faded. This so called Third Space does not only offer a unique experience, it goes one step further," says **Vincent Ariëns**, the Community Manager of Seats2meet.com.

"Meeting culture is changing. People meet more and more on-line, giving business centers a run for their money. Meetin.gs is going beyond digital with this integrated solution by entering the physical space. We are providing a persistent meeting space for participants to tap into at any given time," comments **Teemu Arina**, the CEO of Meetin.gs, the company from Finland behind the online service.

The service is especially intended for inter-organizational use, for meetings where people from different organizations meet each other. Until now, large companies' IT departments have supported internal meetings online and face-to-face, but there has been no proper solution for participants coming from different organizations.

[About Seats2meet.com](#)

Seats2meet.com is a Netherlands-based company with a global network of 38 meeting locations, mainly across the Netherlands. Seats2meet.com aims to challenge existing meeting business centers with its integrated solution by providing a 3rd space for meetings.

[About meetin.gs](#)



Meetin.gs Ltd is a Helsinki-based start-up focused on online 'logistics' for organizing meetings between organizations. Meetin.gs Ltd provides meeting organizers an online service to coordinate before, during, and after meetings without additional passwords, downloads, or installations. An organizer can use an address book to invite participants, edit the agenda, and take meeting notes together with the participants. Meetin.gs Ltd is a spin-off from Dicole Ltd, a Helsinki-based consulting company. The company is backed by KoppiCatch, a local Vigo accelerator and seed investor.

For more information and a video introduction, see <http://www.meetin.gs/?p=1138>

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