

Liquidware Labs Delivers Immediate User Profile Solution for VMware View Users
Profiles in Windows XP or Windows 7 format on demand today – Eliminates Roaming Profiles

Alpharetta, Ga.– July 14, 2010 – Liquidware Labs (www.LiquidwareLabs.com), the leader in Assessment, Migration, and User Experience Management for next generation desktops, today announced an immediate solution for VMware View customers seeking profile and persona management. For only \$19 per user (MSRP) customers can immediately order, download, and use Liquidware Labs ProfileUnity™ to encapsulate, migrate, and manage user profiles and data in physical, VDI, and Terminal Services deployments.

ProfileUnity eliminates the need for Microsoft Roaming Profiles and reduces login times to mere seconds. The solution also features advanced functionality beyond other basic profile management solutions including seamless v1 (Windows XP/Server 2003) and v2 (Windows 7/Server 2008) profile availability, profile and data migration from Physical to Virtual (PC-2-V™), and full user environment management. The solution maintains Windows' format and does not rely additional databases or proprietary storage methods. This technique keeps customers' user profiles and data fully compatible with Windows profiles and streaming profile solutions such as RTO's Virtual Profiles when available in VMware View.

"We're pleased to provide ProfileUnity at a very cost-effective price to VMware View users looking for a profile and persona management solution today," said Tyler Rohrer, COO and founder of Liquidware Labs. "ProfileUnity dynamically makes the users' profile immediately available in Windows XP/Server 2003 or Windows 7/Server 2008 on-demand."

"We have several pending VMware View deployments that are in need of a full profile management and user environment management solution today," said Todd Knapp, owner of Envision Technology Advisor and a certified VMware Solutions Professional. "ProfileUnity provides us with very capable and cost-effective solution to move our customers forward with VMware View immediately while adding value beyond simple profile management. The solution's full user environment management features enable us to easily provision and maintain admin settings per department, group, or user."

More information, including fully functional evaluation product downloads, please visit www.liquidwarelabs.com or <http://liquidwarelabs.com/products/profileunity.asp>

About Liquidware Labs

Liquidware Labs™ (LWL) is the leader in Assessment and User Experience Management for next generation desktops including VMware View, Citrix XenDesktop, and Microsoft Windows 7. The company's Stratusphere™ and ProfileUnity™ solutions have been described by analysts as the industry's first "On-Ramp to VDI" by providing complete methodology and software that enable organizations to cost-effectively plan, migrate, and manage their next generation desktop infrastructure with best practices in mind. LWL's comprehensive solutions provide Assessment, Personalization Management, User Configuration, and Service Level Assurance. LWL products are VMware and Citrix certified, and are available through a global network of certified partners. Visit www.liquidwarelabs.com for further information.