



PRESS RELEASE

LIQUIDWARE LABS DEMONSTRATES ENTERPRISE-CLASS VDI ASSESSMENT, DIAGNOSTICS AND PROFILE MANAGEMENT AT VMWORLD 2009

Hailed as the “on ramp” to VDI, Liquidware Labs are exhibiting on booth 1438K in the New Innovator Pavilion at VMworld 2009

SAN FRANCISCO, CA, August 31st, 2009 - [Liquidware Labs Inc. \(LWL\)](#), the market leader in virtual desktop and application assessment and diagnostics, today demonstrated advanced patented technology to assist enterprises to migrate from a physical desktop environment to a virtual one, including new profile solutions* that provision, manage, and migrate user-level settings and data files within and among differing Windows OSs.

“As desktop virtualization continues to gain traction, organizations such as Liquidware Labs that provide solutions to accelerate the adoption of desktop virtualization are important to the success of VMware View deployments across companies of all sizes,” said Carl Eschenbach, Executive Vice President, Worldwide Field Operations, VMware.

LWL’s Stratusphere™ Assessment and Diagnostics solution provides:

- **VDI and Physical Machine, Network, Infrastructure, and Application Assessments** – move swiftly from proof of concept to production – while ensuring end user experience
- **User Tracking and Problem Solving** – once virtualized identify users experiencing or contributing to unexplained systems slow down
- **Virtual Application Compatibility** – assess application activity and profile application resource footprint, including VMware ThinApp
- **Support Physical Desktops and Servers** – provides application and user visibility and detailed configuration information from the desktop to the SAN
- **ART/NRT Interdependency Maps** – gain visibility into application response times (ART) and network response times (NRT), application network traffic, Resources Provisioned vs. Resources Consumed – visibility to fine tune your TCO and ROI

- **Proactive Trending and Capacity Planning** – allowing projects to be successfully extended to scale
- **VDI FIT™ and VDI UX™ (User Experience) Ratings** – identify which users should be considered for VDI and ensure a consistent and acceptable desktop SLA

“We are proud to be exhibiting in the New Innovator Pavilion for the first time at VMworld 2009 in San Francisco,” commented David Bieneman, Founder and CEO, Liquidware Labs. “The momentum we are seeing in the market is a testament to the requirement for the unprecedented visibility we provide our customers into what they have, what they are using and thus what they need to migrate to a VDI platform.”

To further support LWL’s VDI solutions, Taneja Group has just completed a Solutions Brief on Liquidware Labs, Dave Bartoletti, Senior Analyst and Consultant at Taneja Group, summarizes, “We are impressed by LWL’s approach to the challenges of large-scale enterprise VDI and have yet to see a competing offering that compiles such a rich data set or delivers such a powerful classification algorithm. Stratusphere takes the heavy lifting out of user, desktop and application best fit analysis, and presents its results in an innovative display that’s easy to understand and socialize.” See [here](#) for full details, and a copy will be available on LWL’s booth.

*see separate release for ProfileUnity solution, “Liquidware Labs Agrees to Acquire Entrigue Systems”

ABOUT LIQUIDWARE LABS INC.

Liquidware Labs Inc. (LWL) is the market leader in virtual desktop and application assessments, bringing a completely new and innovative approach to accelerating the adoption and consumption of virtual desktop infrastructure (VDI). Their comprehensive machine, user, and application diagnostics platform, Stratusphere™, coupled with their user profile provisioning, management, and migration tool ProfileUnity has been described by the industry as providing the "on ramp to VDI".

LWL provides a combination of software and consulting methodology to intelligently assess desktop and application viability for virtualization as well as provide true end user experience metrics for ongoing diagnostics. The company's Stratusphere™ platform provides organizations unprecedented visibility into the configuration, usage and performance of their virtual (and physical) desktop infrastructure and deployments, and ProfileUnity enables the daily tasks of managing and migrating user specific settings between sessions and between platforms elegant and easy .

The LWL leadership team is comprised of virtualization industry veterans that collectively have skills within professional services, software development, virtualization assessments and deployments and have been selling and marketing virtualization since 2002. LWL products are VMware and Citrix certified,

and are available through a global network of certified partners. Visit www.liquidwarelabs.com for further information.

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