



PRESS RELEASE

User Data Synchronization Featured in Release of Liquidware Labs ProfileUnity v4.5

New feature seamlessly harvests user documents and files from existing desktops to VMware View, Citrix XenDesktop, Microsoft Windows 7

Alpharetta, Ga – November 18, 2009 - Liquidware Labs, the leader in Assessment and User Experience Management for next generation desktops, today announced the availability of Liquidware Labs ProfileUnity v4.5 with exclusive user data synchronization capabilities to migrate desktop documents and data, enabling organizations to further speed adoption and ease management of new desktop technologies such as VMware View, Citrix XenDesktop, and Microsoft Windows 7.

ProfileUnity Pro provides comprehensive user profile management and configures user settings during logon. The new background block-level data synchronization feature in v4.5 enables user data (documents, files, etc.) to be harvested from existing Windows desktops by syncing the data to a central data store where it can then be accessed on-demand from the user's existing and next generation desktop, regardless of architecture — VMware View, Citrix XenDesktop, or a physical Microsoft Windows 2000/XP/Vista/7 PC.

Data is migrated in the background using block-level transfer during a user's session through a centrally managed folder redirection and synchronization module in ProfileUnity Pro. File migration can be optimized through a built-in throttling feature that ensures that network traffic is not affected. The new user data synchronization feature is especially useful in invoking best practices for desktop data storage, speeding the adoption of next generation desktops, and as part of a comprehensive desktop disaster recovery plan. Data is also made available to laptops through offline folders. The solution runs with zero touch and there is no software to install or manage on each desktop.

Other new features in ProfileUnity Pro v4.5 include enhanced ease-of-use features and installation as part of the Liquidware Labs Stratusphere virtual appliance. The virtual appliance installs quickly into any environment, and also includes access to Liquidware Labs Stratusphere Assessment and User Experience diagnostics solutions (licensed separately).

"Organization's are encountering many challenges in actually moving user data to new desktop technologies such as Windows 7 and VDI solutions from VMware and Citrix," said Jason E. Smith, VP of Marketing for Liquidware Labs. "Data that resides on existing desktops is all too often ignored or poorly migrated during transitions. ProfileUnity Pro v4.5 removes this challenge by automating the process and ensuring that mission critical data is properly synchronized, according to best-practices, on a network store where it can be accessed by the user with any existing or new desktop in the future."

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.

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