

Mass Luminosity Continues to Revolutionize Audio Video Communications with the Announcement of Its Patent-Pending Beacon® “Seamless Connect” Technology

Seamless Call Connection Increases Productivity & Ease of Use While “On The Go”

DALLAS -- ([BUSINESS WIRE](#)) -- **Mass Luminosity**®, a global research, development and technology company and creator of **Beacon**®, a next-generation audio video communication platform, continues to revolutionize the world of video conferencing with the recent announcement of its groundbreaking, patent-pending "Seamless Connect" technology. “Seamless Connect” automatically registers a user’s “digital identity” when dialing in from their mobile phone or directly connects the user to a call through a web browser, without the need for a meeting link or PIN code. When using a web browser, the user can easily bookmark or memorize a single link, which, when opened, takes the user immediately into their next scheduled call. This instantaneous, seamless call connection increases productivity by reducing the lead-time required to enter conference calls, and it is safer and less distracting if the user is on the go.

"Beacon uses cryptographically signed Caller ID to seamlessly verify the identity of the caller and connect them to the expected call within a few seconds. With ‘Seamless Connect’, you’ll no longer waste valuable time looking for meeting links and PIN codes in your email inbox or asking your colleagues for the join link,” said Angel Munoz, founder and president of Beacon®. “With this latest patent-pending instant connection technology, you won’t be late for the call, and you can save yourself those few extra minutes currently required to log in to other voice conferencing services."

When using mobile dial-in, the phone number is always the same and there is no PIN code or other login required to connect to the call. Users only need to associate their mobile number with their personal Beacon account, or

they must have accepted a call invite with their phone number on it. To join any Beacon conference from a phone, a member only needs to dial (762) BEA-CONX or (762) 232-2669. Users can also benefit from this proprietary technology when using a web browser to join calls by navigating to the quick-join link, beacon-call.com.

Beacon® launched in July 2021 and has more than 350,000 worldwide users for its free BeaconX video conferencing service. Beacon's state-of-the-art encryption safeguards communication, ensures confidentiality and privacy, and offers a significantly enhanced user experience by leveraging foundational elements of the multi-billion-dollar videogame industry.

Beacon X, a free version, is available now and allows unlimited conferencing for up to six participants. **Beacon PLUS**, currently in beta testing and launching later this year, will be a premium version for up to 30 participants at \$4.95/month, and **Beacon MAX**, will allow up to 100 participants and voice calling for \$14.95/month. For more information or to register as a user, visit www.beaconx.com.

About Mass Luminosity (Creator of Beacon)

Beacon Technologies is a wholly-owned subsidiary of Mass Luminosity, which was launched in 2011 as a global research, development and technology company seamlessly integrating people into augmented environments. Mass Luminosity is known for its niche social media community, GTribe, which has more than five million members. Mass Luminosity is led by its founder and CEO, Angel Munoz, who joined the videogame industry in 1995 after a career in investment banking. Munoz spearheaded the global esports industry by launching the world's first professional league for video gamers. For more information, visit www.massluminosity.com.