We claim:

1. A system for signal or data routing, the system comprising:

at least one server communicably coupled to as least one user agent, the at least one server configured to optimize the signal or data.

2. A method of signal and data routing, the method comprising:

optimizing a communication path for at least one user agent and at least one server.

3. A method for connecting a user a merchant, the method comprising;

providing real-time video conferencing; and

purchasing an item using a verbal key or swipe while viewing the item in real-time at the merchant's place of business.

We claim:

1. A system for signal or data routing over a network, the system comprising:

a client side graphical user interface (GUI) in communication with target side GUI over the network; wherein the client side GUI represents a first user and the target side GUI represents an organizational user;

at least one server communicatively coupled to the client side GUI and the target side GUI, wherein the at least one server comprises focus logic and routing logic, wherein the focus logic is configured create a conference session between the client side GUI and the target side GUI, and the routing logic is configured to direct the focus logic to invite the organizational user to join the conferencing session at the target side GUI.

2. The system of claim 1, further comprising an authentication server

3. The system of claim 2, wherein the routing server is further configured to:

query the authentication server for a list or a group of the at least first users who meet predetermined criteria, and pass the at least user back to the routing server;

fetch a presence state for one of the particular user of the group from the authentication server; and

pass back the presence data to the routing logic to direct the focus server to invite the user from the organization to join the conferencing session on a provisional basis;

direct the focus server to finalize a provisionally invited user to join the conference, or be rejected from the conference or ejected if they are already joined.

4. The system of claim 1, wherein the focus server is further configured to:

receive join requests from the client side GUI who have received an invitation or other token that permits them to join the session; and

query the presence information of that the user and then be communicatively coupled with one or more of organizational users.

5. The system of claim 1, further comprising a data management server configured to mediate both read and write access to data records.

6. A method for signal or data routing over a network, the system comprising:

providing a client side graphical user interface (GUI) in communication with target side GUI over the network; wherein the client side GUI represents a first user and the target side GUI represents an organizational user;

creating a conference session using focus logic on at least one server communicatively coupled to the client side GUI and the target side GUI, wherein the at least one server comprises the focus logic and routing logic, wherein the focus logic is configured create a conference session between the client side GUI and the target side GUI, and the routing logic is configured to direct the focus logic to invite the organizational user to join the conferencing session at the target side GUI.

7. The method of claim 6, further comprising an authentication server.

8. The method of claim 7, further comprising:

querying, using the routing server, the authentication server for a list or a group of the at least first users who meet predetermined criteria, and pass the at least user back to the routing server;

fetching a presence state for one of the particular user of the group from the authentication server;

passing back the presence data to the routing logic to direct the focus server to invite the user from the organization to join the conferencing session on a provisional basis;

directing the focus server to finalize a provisionally invited user to join the conference, or be rejected from the conference or ejected if they are already joined.

9. The method of claim 6, wherein the focus server is further configured to:

receive join requests from the client side GUI who have received an invitation or other token that permits them to join the session; and

query the presence information of that the user and then be communicatively coupled with one or more of organizational users.

10. The method of claim 6, further comprising mediating both read and write access to data records with a data management server.

11. The method of claim 6, wherein the routing logic is configured to be customizable for each organization that is contacted.