

Japan Conferencing News Updates

By CNA Report Japan

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Conferencing News in Japan

>Panasonic Solution Technology delivers webconferencing solution that can work seamlessly with their groupware system and hardware whiteboard system



Panasonic Solution Technology(PST), a subsidiary of Matsushita Electronics, based in Tokyo, has been delivering webconferencing system dubbed, "Real-time Collaboration" since 2004 to Japanese corporate customers. The system supports both Japanese and English.

Panasonic Solution Technology developed the webconferencing system based on a technology supplied from Chori Joho System's IC³ webconferencing developer SDK. Chori Joho System is a system integrator based in Osaka, and PST's partner in the delivery of the system.

PST leveraged the IC³ SDK to develop webconferencing system that can be integrated into PST's groupware system,"GlobalFamily". When integrated, combined both systems can share a single user database and the webconferencing system can retrieve document files stored in GlobalFamily database for data sharing operation in a webconferencing session.

Real-time Collaboration has basic webconferencing

features allowing application/data/desktop sharing, text chatting, and it can work with their speakerphone (KX-TS730JPS) and electronics blackboard (Panaboard), by which end users do not have to have headsets to be in a webconferencing session, and, with the Panaboard, they will have extended capacity in data sharing, resulting in the enhancement of user experiences.

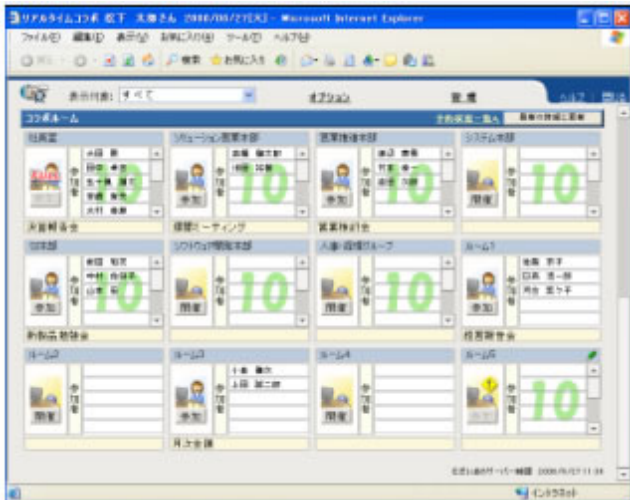
PST offers both in-house and ASP service for their webconferencing customers and also offer the webconferencing as an option feature for their groupware system.

Who uses their Real-time Collaboration? According to PST, companies whose businesses are in system integration and construction are their major users of the webconferencing system. However, they see more engineers are using webconferencing system on a day to day operation of such as product development.

Real-time Collaboration serves 60 concurrent users per server and cascading of the multiple servers will give more accommodation of concurrent users.

How do they charge purchasers/subscribers of Real-time Collaboration? Their charge structure is not per concurrent user based, but per conference room based. (Each room can accommodate up to 10 concurrent users in a single session.) So the purchasers /subscribers will be charged based on the number of the room installed in their webconferencing configuration. This charge structure is applicable both to in-house installation and ASP based service.

When you log into the system, first thing you will see is the visual presentation of rooms available depending on access permission given to your user account, meaning that you will see rooms available visually and who booked the rooms if the rooms are booked already, so that users can easily recognize rooms available intuitively.(see the next page screen shot) If a room is being booked, the screen shows "a green pencil meaning no more users can book the room."



Speaking of network part, bandwidth often becomes a big issue when installing webconferencing system in a corporate network. Real-Time Collaboration has configurable bandwidth allowing end users to set the bandwidth per end user at preferable levels depending on the network congestion, ranging from 16kbps to 384kbps for video, 8kbps to 64kbps for audio, 128kbps to 1Mbps for data sharing to optimize quality of respective packet data streams.

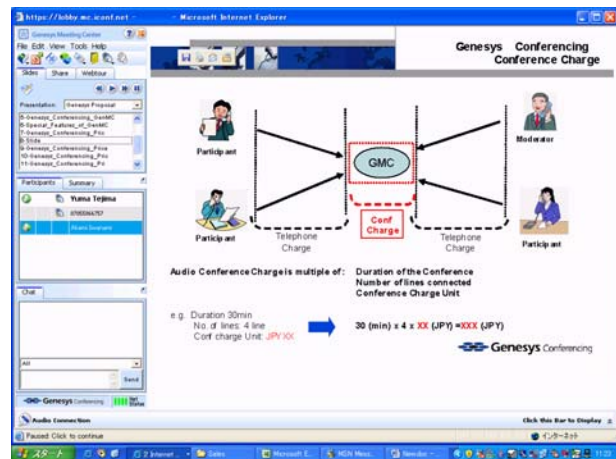
>Uniadex and NTT Communications offers IP-VPN managed services for companies using videoconferencing between China and Japan

Tokyo based system integrator, Uniadex and NTT Communications joined forces to provide a package combining IP-VPN and IP videoconferencing services for companies operating in China and Japan. Uniadex sells Japanese localized version of “AVCON”, a Chinese webconferencing system and NTT Communications, a subsidiary of NTT holdings, a long distance carrier and leading internet service provider, offers “Arcstar Global IP-VPN” service, both of which are now combined to give a single point of interface for the customers as managed service. The services are offered by multi-lingual operators speaking Chinese, English and Japanese.

One of internet issues here generally discussed in Japan is that direct internet pipes between China and Japan are unstable due to shortage in bandwidth served.

Therefore, most packets heading for respective countries as of today are, apparently in many cases, routed all the way first over the Pacific Ocean to the US and routed and coming back all over again the ocean reaching to the respective destinations because both countries have much bigger direct pipes to the US than ones to respective countries, which has been a long time headache for both Chinese and Japanese video and webconferencing users. This happens today despite the fact that both countries are located in the geographical vicinity called Asia.

>Genesys Conferencing Japan accelerates its business into Japan



The Japanese arm of Genesys Conferencing was set up in March 2004 and since its inception, they have been accelerating their business here.

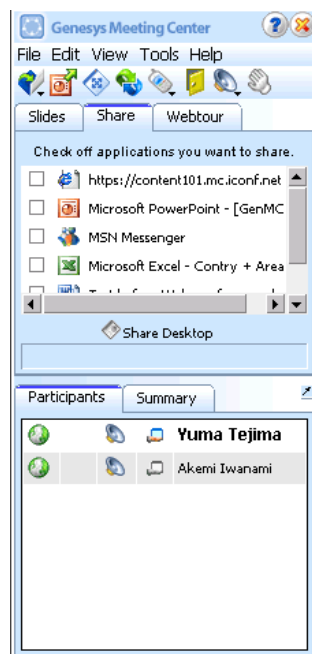
We presume that most readers of this newsletter know the company as a leading independent service provider in conferencing services sector that has sales and support offices in more than 20 countries offering audio, video, web conferencing services on a global basis however tailored for respective local customer requirements.

One of good things about their service is “multi-media pricing program” giving customers a single pricing structure in which charges for respective audio and web are bundled resulting in easy to understand and much reasonable pricing for customers, and thereby Genesys Conferencing can gain competitive advantage in the service provider market according to Genesys Conferencing Japan.

Another thing that they talked about to me was “Genesys Meeting Center”, or their webconferencing service. Their webconferencing platform was developed internally unlike

other competitors utilizing external webconferencing service platform.

Their user interface for webconferencing is easy to operate for any users from the novice to the advanced according to Genesys Conferencing Japan. And since webconferencing platform was internally developed, the webconferencing integration with their conventional audio services is seamless and synchronized enabled by their own patented technology. This is another technological advantage giving their customers stress free and smooth operation.



Regarding features of Genesys Meeting Center, it gives highly advanced features such as powerpoint sharing, application sharing, web touring, polling, quiz, integration with Outlook and LotusNotes, recording, streaming, and reporting, with security enhancement of SSL, giving best-of-breed webconferencing experiences for their customers according to the company.

Genesys Conferencing celebrates 20th anniversary this year and plan to do some events for their customers also in Japan. And now they are working on supporting two bite characters (such as Japanese language) for Meeting Center, and plan to support VoIP.

And they are to expand capacity for archiving feature for the Genesys Meeting Center since more than 40% of their subscribers are from financial sector. This capacity expansion is to facilitate financial customers to comply with SEC 17a-4 ordinance.

Frost & Sullivan granted the company with “Best Practice Award for Conferencing & Collaboration Service Provider of the Year” Award for commending the company’s achievement in the conferencing industry.

>**WebEx Communication Japan** inked a partner agreement with **MPKA** that develops accounting software system and provides day to day business support services for accounting firms. Both companies developed a solution called, “WebMAS Kansa”(“kansa” means auditing.) combining MPKA’s “MAS Kansa Service” with WebEx’s “Meeting Center” to give business support services basing on real-time collaborative communications technology to 1,100 accounting firms nationwide signed up as licensed users of MPKA’s accounting software system.

>**TANDBERG Japan** delivers HD Videoconferencing products for Japan market from August. They organized a press conference in their Tokyo’s office to show their latest HD video products to journalists and spoke about their corporate vision and strategy. And they think that the time is ripe for HD videoconferencing as it will put the possibility of visual communications into a higher level for corporate users of all sizes.

>**Codian and MediaPlus**, one of its reseller partner in Japan,



organized a half day seminar in Tokyo to introduce Codian's latest software upgrade for MCU and IPVC. In the seminar, a representative from Codian HK spoke about Codian products and the latest software upgrades. Also, he told the audience that Asia market particularly Japan and China were important for Codian's business.

>**Skype Japan** and **Polycom Japan** now sells "Polycom Communicator" for Japan market through internet shopping mall sites such as Amazon Japan, Livedoor, and Princeton Technology. The price for the product is pegged at 17,640 JPY.

> **Hitachi Information & Communication Engineering** based in Yokohama, Kanagawa offers "WINC Technology", Video and Voice over IP developer tool kit for system integrators who develop H.323 and SIP applications like, IP-PBX, VoIP phones, home gateway, PDA, navigation terminals and others that run on IP network. Interoperability issues surrounding H.323 and SIP are vital however, the company has participated in a series of domestic interoperability testing events organized by Japan's HATS(Japanese counterpart of IMTC) to ensure its interoperability with other vendors relevant terminals. Their sister company Hitachi Communication Technologies has "NetCS series" PC based videoconferencing system was developed based on WINC Technology. Their tool kit has been used by many system integrators in Japan since 2002. As we head for NGN(Next generation network), they plan to work on protocols like H.264 and RTSP(Real-time Streaming protocol) to be offered as well and enhancing security for communication sessions in the near future. They are also seeing opportunity lies in home-networking for WINC Technology.

>**LifeSize** opened a subsidiary in Japan headed by a Japanese professional formerly worked for a network product company. LifeSize sees Japan market as a vital market for the company's business in APAC going forward. For LifeSize, they have three partners in Japan that are Hitachi High Technologies, Princeton Technology, and TOWA Engineering respectively.

>**Sony Broadband Solution (SBS)**, a joint venture company by Sony, ITOCHU Techno Solutions and CTC Technology, launched, last July, SIP based videoconferencing service for SME market in Japan. It is called, "IPELA VC Link service". Together with the service launch, SBS also commenced "IPELA VC Link PCS-TL30 standard package program", that bundles PCS-TL30 and one year maintenance support service. Followed by this, SBS added PCS-TL50 for this package solution in last August. The nutshell of all this is that, with this new video service, SBS wants to provide a low-cost way for SME so that their solution can facilitate purchase and deployment of videoconferencing in their organizations as they see cost is a major hurdle for videoconferencing to penetrate well into SME market. If you purchase the package program and sign up for the VC Link service, they will give you 8-digit numerical service number and a password for a call to another VC Link subscriber. You can still call non-subscribers as well by H.323 video call. VC Link subscribers have to have either FTTH or xDSL service provided by a telecom provider and a designated off-the-shelf router that supports UPnP.



HP Halo connecting from Tokyo to Washington D.C.

>**HP Japan** launched "HP Halo Collaboration Studio" for Japan market on August 22nd 2006. HP Halo Collaboration Studio is totally managed service inclusive of codec, displays, tables, microphones, speakers, lighting, studio construction itself that accommodates all of the above mentioned equipment,(and each studio installed are identically constructed) along with technical support service and HP's global IP network just tailored for Halo. HP's partner

Dreamworks Animation first came up with an idea of such videoconferencing system and worked with HP to perfect it as commercial service first launched last year in the US. On August 22nd, 2006, they held a press conference at their office in Ichigaya, Tokyo and demonstrated the Studio recently installed in their Ichigaya office to the journalists, connecting to Halo counterpart studio in Washington, DC. The studio in Tokyo is the 23rd one in global HP. In the press conference, they announced CANON, a Japanese corporate customer as Halo's endorser, who just signed up for the managed service for their internal use especially for R&D.

>**Novatec**, based in Tokyo signed a sales agreement with **WorldGate Communications** that develops Ojo, SIP based videophone terminal, for Japan market. Novatec will market two models of Ojo, PVP-900 and PVP-1000. Novatec plans



to deliver combined comprehensive network solution leveraging Ojo terminals operating with IP-PBX at its core center, to telco, VoIP providers, and ISPs who are looking for value-added services over IP network.

Thanks for reading "Japan Conferencing News Updates". Unfortunately, we decided to terminate publishing this English newsletter since we need to put more resources into our Japanese newsletter publishing (published three times a month), and day to day operation of our business here in Japan.

However, if you need business assistance in Japan conferencing industry, please do let us know.

Thank you for your interest and apology for any inconveniences.

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Thanks for reading this newsletter!

Japan Conferencing News Updates is monthly PDF newsletter for our non-Japanese readers who are interested in what is happening in Japan conferencing market.

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