

PRESS RELEASE

V-cube Sets Eyes on Malaysian Market; Launches Revolutionary Video-Conferencing Platform

- i) Japan's largest visual communication solutions provider sets eyes on Malaysian market*
- ii) Targets to increase local customer base by 30 percent with revolutionary video conferencing platform for Malaysian SMEs, education sector, media and marketing agencies.*

KUALA LUMPUR, 02 October 2014 – V-cube, Inc., Asia's No. 1 visual communications platforms and solutions provider, today announces that "V-CUBE ONE" – an all-in-one Web-based video conferencing platform— is now available in Malaysia for businesses' visual communications.

Director at V-cube Malaysia, Hiroki Murofushi shares that the new release is significant and in line with the company's business strategy to venture Malaysia's mid-sized markets in order to boost its existing customer base by 30 per cent by mainly targeting to penetrate the SMEs' market, media and marketing agencies, and educational institutions.

Established in Malaysia since 2009, V-cube has local customers include banks, public universities, and manufactures. Founded in 1988 and listed on Tokyo Stock Exchange, V-cube is the No.1 provider of Web-based conferencing solutions in Japan with largest market share for the last six consecutive years. V-cube also has presence in United States, Singapore, Indonesia, Hong Kong, and China.

Hiroki highlights, "Launching V-CUBE ONE now is at a strategic timing to seize market opportunities as we are at a point whereby the demand for visual communication solutions in Malaysia is growing rapidly as per seen in last 18 months – primarily due to an increased usage of smart devices in country, and with a more distributed workforce."

Escalating Travel Costs Drive Local Demand for Visual Communications

According to Frost & Sullivan Asia Pacific Video Conferencing Infrastructure Markets study, the size of the video conferencing market in Asia is expected to reach over USD 490 million by 2017¹. He adds, "The business strategy to release new 'V-CUBE ONE' in Malaysia is in line with the company's regional expansion plan to capitalise on this growing market."

Hiroki further points out that the key drivers for Malaysia's rise in video conference solution uptake in Malaysia include the ease of use of visual communications, and increased workforce mobility.

※V-CUBEは、株式会社ブイキューブの登録商標です。

※本書面に記載されている会社名、製品およびサービス名は、各社の登録商標または商標です。

“Particularly, as the costs of travelling continue to escalate, local companies are forced to look for more cost, and time effective ways to conduct business. Adoption of web-based conferencing solutions is a natural decision - especially for those are expanding regionally, or have business scattered over multiple and remote locations.”

V-CUBE ONE Addresses Bandwidth Limitations

Hiroki further shares that in comparison with several global Web-based conferencing solution providers, V-cube solutions require significantly lower bandwidth from as low as 512kbps to conduct the same quality of high-definition visual communication.

“This is a crucial advantage of V-cube that differentiates this video-conferencing solution. In fact, many companies today are not aware that Web-based visual connections depend heavily on larger bandwidth connectivity to work properly.”

He says that V-cube hits the right on spot to ensure smooth Web-based conferencing and communication, especially in media agencies which commonly need to share multimedia contents large in size; whereas education institutions require to transfer high volume content via Internet for e-learning – but still need to deal with their bandwidth limitations.

“V-CUBE ONE allows companies to conduct conference, seminar, online training, and meeting real time on Internet at anytime across multiple platforms seamlessly. It is also available for cross-countries’ communication,” ends Hiroki.

V-CUBE ONE’s selling price starts from RM 299 and is available for seamless integration across PC, desktop sharing, and smart devices to host Web-based communications. For more information about V-CUBE ONE, please visit my.vcube.com.

¹ [Frost & Sullivan Asia Pacific Video Conferencing Infrastructure Markets study](#)

About V-cube, Inc.

V-cube, Inc. provides visual communication service with a focus on Cloud-based solutions companies, education institutions and government agencies. Its visual communication services include Web-based meeting service which enables its customer to use personal computer, smart phone, tablet terminal and other mobile terminal to share materials and have meetings through Internet, as well as other communication services which include text, audio and video to be represented and online seminars. The Company's solutions and services include V-CUBE meetings, V-CUBE seminars, V-CUBE sales & support, V-CUBE document, V-CUBE voice, V-CUBE video, V-CUBE portal. The company also provides Web cameras, headsets, echo cancellation microphones and others. The company offers its products primarily in Japan, the United States, Singapore, Malaysia, Indonesia, Hong Kong, and China. V-cube, Inc. was founded in 1998 and is headquartered in Tokyo, Japan.

Contact Info

Judy Wong
Pi PR Consultancy Sdn Bhd
6012-6224688
judywong@pipr.com.my