




Jabra PanaCast is an essential tool for video conferencing. Plug and play for easy deployment and use.

Increase customer satisfaction during video conferencing

To differentiate their offering from the competition, Hatch Work created a range of video conferencing rooms that were available for free rental. The rooms each included a compact microphone speaker and video camera.

Hirohiro Otake, Chairman and CEO says: “The concept of the free rental video conference service proved attractive to many customers, but there were some initial issues as we could not find a satisfactory video device. Conventional video conferencing cameras offer a limited field of view and do not show the entire room and facial expressions of each participant. This made the experience frustrating for meeting participants and organizers.”

Mr. Otake went on to say: “When I found out about Jabra PanaCast, I could instantly see the benefits. We tried it out and decided to introduce PanaCast in our business immediately as it offered such an improved experience.”



PROJECT DETAILS

HATCHWORK

Customer : Hatch Work Co., Ltd.

Website : hatchwork.co.jp

Country : Japan

Hatch Work Co. Ltd. operates rental conference room “At Business Center” with 4787 seats at major terminal stations in the Kanto and Kansai regions. Since the opening of the first facility in Ikebukuro in 2008, the cumulative number of visitors exceeds 4.6 million. The clean and low-priced facility has a good reputation and located conveniently near stations.

SOLUTIONS

Jabra PanaCast cameras:

- 180° field of view
- Intelligent Zoom
- Certified for use with Zoom and other video conferencing solutions

Benefits:

- Increased cost-effectiveness
- Improved collaboration
- Easier deployment and better user experience



See the full picture.
Hear the full story.

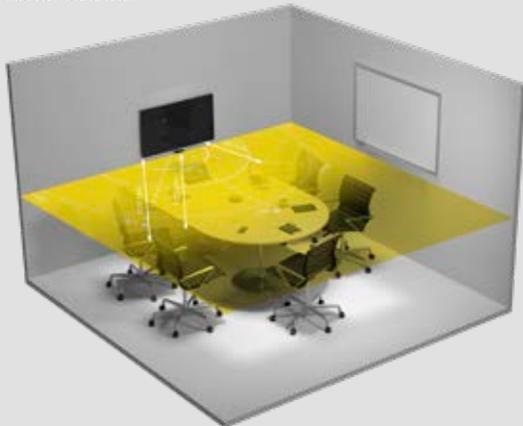
180° coverage and Panoramic-4K resolution for a natural, inclusive view of the room.

Improve the quality of video conferencing

When Zoom conferencing began to really take off in Japan, Hatch Work realized that the quality of the “At Business Center” video conferences would be crucial.

“With video conferences, if the performance of the camera or microphone speaker is bad, the meeting can become stressful and unproductive. Satisfaction with the meeting decreases, and this has a knock-on effect, reducing our customers’ likelihood of booking our regular conference rooms. Customers who have a positive experience of using our video conferencing facilities are more likely to go on and book one of our paid-for conference rooms rather than a competitors’. So the quality of PanaCast makes a big difference to our business.”

The camera’s AI functionality recognizes the number of people in the meeting and optimizes the angle of view without needing a remote controller. “Jabra PanaCast has become an essential tool for Hatch Work Co Ltd, enabling a smooth, high-quality video conferencing experience,” Mr. Otake added.



“You can’t go back to other solutions once you’ve experienced Jabra PanaCast”

Mr. Otake explained the reason behind renting Jabra PanaCast for free as a part of the video conferencing support set at “At Business Center”, “I think that the point is to get people to experience the value of the product. When you use it, you will realize that you cannot return to other cameras. If you don’t know the product well, you won’t pay to use it, so we’re fine to offer it for free.”

Hatch Work is proud to showcase their new video conferencing facilities, displaying the Jabra PanaCast product and playing a promotional video in the lounge of every facility. This generates a lot of interest and bookings for the service, Mr. Otake says, adding “people who have used the Jabra PanaCast video conferencing have told us they can’t go back to other tools anymore!”

“Key features for us are that PanaCast is portable in size and easy to set up. You just connect your device and are all set to start - it’s so easy.”



From Left, Hatch Work Co., Ltd. President and CEO Otake Keisuke, GN Audio Japan Co., Ltd President Ando Yasushi