

# Is there a free video conference system? Differences from Web conferencing systems that you need to understand



Video conferencing systems are communication tools that allow you to talk to the other party remotely through video and audio by using special equipment.

One that has similar functions is called a "Web conferencing system." This also allows remote communication via video, but no special equipment is required and can be used only by installing the application.

We often hear people say they're looking for a free video conferencing system, which is often a mistake with the free web conferencing system. It is no exaggeration to say that there is no free video conferencing system.

So, if you ask if a free web conferencing system is better, that's not the case.

Typically, **video conferencing systems are used in situations involving large numbers of people, such as board meetings or large meetings.** It has higher image quality and higher sound quality than the Web conferencing system, and the communication is stable, so you can proceed to the meeting smoothly.

Therefore, this time, we will introduce the features of the video conferencing system focusing on the differences from the Web conferencing system, and then introduce the points when introducing it in-house and examples of actual implementation.

We hope that you will be able to refer to how to properly use the web conference system and the video conference system.

## ***What is a Video Conference System?***

Videoconferencing systems are tools that allow you to hold meetings and discussion in the same atmosphere as if you were talking in a room with a remote person. It is also called a "video conferencing system" because you can see the other person through the screen.

## Features of video conference system

Videoconferencing systems are ideal for relatively large-scale interactions, such as boardroom meetings, online training, conferences, and space sharing.

Rather than favoring the ability to exchange conversations, share materials, and chat, as in a web conference, it is characterized by the emphasis on visual beauty and realism.

In particular, due to the high communication stability, many companies are using video conferencing systems instead of web conferencing systems for important business negotiations and meetings with clients.

	Video Conference System	Web Conference System
<b>Introduction form</b>	Purchase of special equipment (remote control, microphone, etc.)	Install application
<b>Device used</b>	Special equipment install in the conference room	PC, tablet, smartphone
<b>Conference use</b>	Group-to-group connections (international conferences and remote classes), space sharing, etc.	Connection of multiple locations by individuals
<b>Where to join the meeting</b>	Meeting room where equipment is installed	Anytime, anywhere, from any device
<b>Initial cost</b>	Purchase of special equipment tends to be costly	Simply installing the application
<b>Merit</b>	<ul style="list-style-type: none"> <li>High stability of image quality and sound quality</li> <li>Preset</li> <li>Necessary peripheral devices are prepared</li> </ul>	<ul style="list-style-type: none"> <li>The initial cost can be reduced compared to the video conference (there are also many free versions)</li> <li>Easy to start</li> <li>Mobile compatible</li> </ul>
<b>Demerit</b>	<ul style="list-style-type: none"> <li>Initial cost is higher than Web conference</li> <li>Limited places to use</li> <li>Requires server management and equipment maintenance</li> </ul>	<ul style="list-style-type: none"> <li>Setup required</li> <li>Quality depends on equipment specifications and internet bandwidth</li> </ul>

In this way, the video conferencing system and the Web conferencing system have different usage scenarios.

As you can see, videoconferencing systems are supposed to be used in larger scale situations. To that extent, high image quality and high sound quality are required, and it is necessary to purchase services for a fee.

On the other hand, Web conferencing systems are often used for small-scale communications, such as one-on-one or small meetings.

When considering a telecommunications tool in-house, it is best to use a combination of both teleconferencing and web conferencing systems according to business situations and needs, rather than weighing them out.

## **Six (6) check points when considering a video conferencing system**

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It is important to know what criteria should be used for comparison in order to select a video conference system that suits your company.

Here, we explain six important points when selecting a video conference system.

### **1. Connection type ("cloud type" and "on-premises type")**

First, let's choose the connection type. There are mainly two types, "cloud type" and "on-premises type", according to the usage style and network environment.

The cloud type is a conference system that accesses an external server prepared by the vendor via the Internet. There is no need to set up a system or environment in-house, so you can start using it immediately after signing up without any troublesome settings. Since all the necessary functions are provided in a template, the burden on the operation itself does not increase. A monthly maintenance fee will be incurred.

The on-premises type is a connection method that accesses a dedicated server in the company's network to conduct a meeting. In other words, it is the same as outsourcing system construction, and it is attractive that functions and services can be customized for the company from the viewpoint of operational convenience and security. Since it does not go through the Internet, the risk of information leakage online can be minimized. However, there are disadvantages such as high initial costs.

The advantages of each operation are as follows.

<p><b>Anyway, I want to use it easily and monthly</b></p>  <p>Cloud type</p>	<p><b>Strict company policy, and want to customize</b></p>  <p>On-Premises type</p>
<ul style="list-style-type: none"> <li>• Client software installation work and cumbersome network settings/maintenance are unnecessary.</li> <li>• With monthly billing, you can use it as needed without worrying usage.</li> <li>• If you log in, you will always be up to date.</li> </ul>	<ul style="list-style-type: none"> <li>• Can be customized according to usage style and intranet environment.</li> <li>• The cost is only the initial installation cost, and there is no monthly fee. ( * Maintenance costs are often different)</li> <li>• It can be introduced according to the security policy in operation.</li> </ul>

## 2. Installation location

In order to conduct a video conference, it is necessary to install equipment such as screens, microphones, cameras, and speakers. Let's decide in advance the space (meeting room and open space) where the video conference system will be installed.

If it is a movable type on casters, it can be used in open spaces that are not partitioned by walls or partitions.

## 3. Number of people

The number of equipment to be installed and the size of the TV screen depend on the estimated number of users (number of departments). If you have frequent meetings of five or more people, you may want to install a microphone to collect everyone's comments.

## 4. Number of bases (including domestic and overseas)

In the case of cloud-based video conferencing tools, if the Internet connection is not stable, there is a risk that audio and video may be interrupted during the meeting.

If you are going to be connected remotely or at multiple locations, choose a service that is as strong as possible about connection.

## 5. Budget

Make a budget plan around three years. If you renew the contract every year, it will not be restless, and if it is more than 2 or 3 years, there are many vendors who come with operation guarantee.

The actual operating costs of a video conferencing system vary from service to service. Depending on the equipment used, such as the camera, microphone, and remote control, and the number of ports (the number of sites), there will be a range of fluctuations, but the estimated operating cost for three years will be about USD 4000 to 6000.

## 6. Security measures

When selecting a video conferencing system, it is important not only to considering function and price, but also that security measures are properly implemented. Leakage of corporate confidential information and personal information can be extremely damaging to companies.

Specifically, check the following points.

- Whether communication data (sounds, images, materials, etc.) exchanged with the video conference system is encrypted
- Whether user can be confirmed with ID or two-step authentication password
- Whether a password can be set for the video conference system
- Whether there is an automatic logout function
- Whether you will be alerted when you try to log in on a new device

### V-CUBE Box

Easy to use with simple remote control  
Video conference system that realizes  
high scalability at low cost



Let's take a look at V-CUBE's "V-CUBE Box" as an example of a video conference system.

Use the checkpoints introduced in the previous chapter to check for any essential or important elements for your company.

## **Recommended point 1: Easy connection with special equipment**

When selecting a video conference system, it is important that anyone can operate it. This is because there is no point in installing the software if the operation and settings are complicated and not easy to use.

If there are many employees who are reluctant to use IT, as a result, the frequency of use may not increase, and it may not be possible to operate properly.

We recommend that you look at the product during demonstrations and free trials to see if the screen configuration is simple and easy to understand, and whether the settings and functions are easy to operate.

## **Recommended point 2: more than 5,000 companies have selected**

Until date, more than 5,000 companies and organizations have selected V-CUBE services. Regardless of the type of business or company size, it is a safe point that it is introduced in a wide range of business sites.

## **Recommended point 3: Multi-site connection of more than 100 sites is possible without MCU**

Depending on the type of video conference system, connection restrictions such as "No more than 4 locations" may be provided.

When attempting simultaneous connections at multiple locations, make sure that you need a multipoint connection unit (MCU) and how many multipoint connections can be supported.

With the V-CUBE Box, connection to more than 100 sites is possible without the need for an MCU.

## **Recommended point 4: Can be connected to other companies' video conference systems**

If you have an existing video conferencing system, you can expand the system with a partial replacement instead of a full reset.

You can use existing assets to reduce costs.

For example, it is possible to link video conferencing systems of other companies with V-CUBE Box to enable video and audio communication.



## Case Study by purpose!

### 3 selected cases of corporate use of videoconferencing systems

Finally, we will introduce three examples of companies that have successfully implemented business improvements by introducing the V-CUBE Box video conference system.

The purpose and scale of video conferencing vary depending on the needs of each organization.

We hope that you will be able to refer to your company to see what kind of issues each company has solved.

## AIN HOLDINGS INC.

### V-CUBE Box realizes multipoint connection of 20 bases



#### ■ Company name

AIN HOLDINGS INC.

#### ■ Business description

Planning, management and operation of corporate groups centering on each business, such as the management of dispensing pharmacies and drug stores, the wholesale sale of generic drugs, and the sale of cosmetics.

#### ■ Example details

AIN HOLDINGS INC. had a problem that, while the number of stores was rapidly expanding, it was only possible to connect up to 10 sites to the existing video conference system MCU (multipoint connection device).

The company, which has 20 bases with its main branch alone, had to be able to hold conferences with all bases, and to be able to operate at low cost even if introduced at other bases.

Therefore, we introduced the “V-CUBE Box” with an MCU on the cloud.

As a result, more than 100 sites can be connected simultaneously, increasing the frequency of meetings and smoothing communication.

## Japan Airlines Co., Ltd.

### Significant improvement in communication quality between domestic and overseas bases



#### ■ Company name

Japan Airlines Co., Ltd.

#### ■ Business description

Scheduled air transportation business, irregular air transportation business, aircraft use business, etc.

#### ■ Example details

With missions of "safe navigation" and "pursuit of passenger convenience", the company, which manages many aircraft every day, uses video conferencing as a means of sharing space.

Conventional tele-conferences can only be held in a conference room equipped with a videoconferencing system, and communication from sites such as maintenance sites and runways was not possible.

In addition, it was necessary to secure a meeting room each time a meeting was held, and information sharing methods were limited to telephone, fax, and photos attached to e-mails, and it was difficult to share images in real time.

Therefore, we introduced the "V-CUBE Box", which allows them to use any type of terminal such as a tablet or smartphone. By effectively utilizing the devices deployed at the maintenance site and being able to share audio and video in real time as soon as you think, the reliability has increased and the speedy response has become possible.

## Gujo City Board of Education

### Distance education between "micro schools" with single-digit numbers



#### ■ Area name

Gujo City, Gifu Prefecture

\* Gujo City is located in the center of Hoho, Gifu Prefecture, and merged on March 1, 2004 with 7 towns and villages in Gujo-gun (Yawata-cho, Yamato-cho, Shiratori-cho, Takasu-mura, Minami-mura, Meiho-mura and Wara-mura). It was born as the 19th city.

Gujo City, Gifu Prefecture, is a very small school with three out of 22 elementary schools in the city and less than 10 children.

#### ■ Example details

For the purpose of connecting small schools with each other by distance education (online class), "V-CUBE Box" has been introduced to schools and school boards.

Urgent improvements are shortage of students and physical distance between schools. Even if we wanted to conduct interactive lessons, we could not discuss because of the small number of people, and it was difficult to get in touch with diverse viewpoints and ideas. I needed it.

So we introduced a video conference system.



Distance education of morals between schools more than 50 km apart

### **"A classmate is on the other side of the TV!"**

The students were very excited, not only revitalizing the exchange of ideas during class, but also connecting video conferences with other schools during lunch break, gathering in front of the screen and enjoying conversation with classmates over the TV. .

Training and conferences where faculty and staff attended for more than two hours round-trip can now be attended at each school, reducing the load of transportation. The work style of faculty and staff who tend to work long hours has been greatly improved.

In the future, they are working to enhance the educational environment at elementary and junior high schools in the city and to collaborate with schools outside of the city, such as schools in Minato-ku, Tokyo.

## **Conclusion :**

### **Let's use TV conference system and Web conference system well**

Video conferencing and web conferencing systems are now essential tools for companies and organizations to efficiently communicate throughout the company.

However, the video conferencing system and the web conferencing system are the same remote communication tools, but differ greatly depending on the usage scene and cost.

One of the features of the video conferencing system is that the usage situation is larger than that of the web conferencing system, such as international conferences, board meetings, and conferences for large groups.

It's not too much to say that it is impossible to introduce a free version because its functionality is often better than a web conferencing system.

Therefore, please contact us to evaluate the performance of the system correctly before introduction.

We will help you to introduce the optimal system for your company.