

# The Pokemon Company



## A simple and easy to use video conferencing room to become a "business hub"

Technical Director Infrastructure Engineering, IT Systems, Product Division Mr. Takeshi Seki  
 Manager, IT Systems, Product Division Mr. Yuta Arai

### The Pokémon Company

Produces and manages licenses for Pokemon game software, card games, movies, goods, etc.  
 A subsidiary, Pokemon Center Co., Ltd., operates Pokemon Center (official shop) and Pokemon Store.  
 Roppongi Hills Mori Tower 8F, 6-10-1 Roppongi, Minato-ku, Tokyo 106-6108  
<https://www.pokemon.co.jp/corporate/>



(L) Mr. Takeshi Seki / (R) Mr. Yuta Arai

The Pokémon Company is a company that produces Pokémon. The conference rooms, which were named such as "Pikachu", "Eevee" and had a bright atmosphere, were packed with ideas for simple but efficient video communication. We interviewed two people who know from the introduction to the present.

### Conference room with a mix of three types of meeting solutions.

**Q: Do you use Google Hangouts Meet as a video conferencing system company-wide, and also use Zoom and Poly video conferencing?**

Originally, we used Poly's video conferencing system for a long time because it is used by our business partners. For Google Hangouts Meet, we adopted Google's G-suite as our IT System Division. And the price was reasonable, so we decided to deploy Hangouts in all conference rooms as standard. Regarding Zoom, group companies wanted to use it not only as a PC but also as a ROOM, so we adopted Zoom Rooms. So there are three types of video meeting solutions. (Mr.Seki)

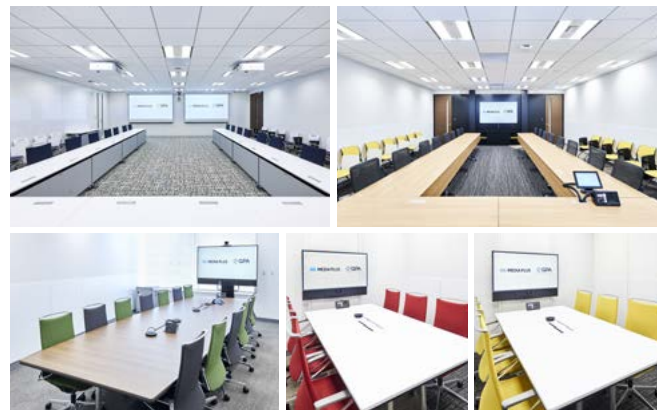
**Q: Previously, I heard that there were some issues with meeting facilities.**

Yes, there were two major issues. The first is that we had too many kinds of remote controls: one for the monitor, one for Google Hangouts Meet, one for Poly, and the iPad control for Zoom... The tabletop was full of remote controls and was not sophisticated.

The second is that there was no feedback after turning on the monitor. Therefore, users got confused if it was on or not, and pressed the power button repeatedly to make sure. As a result, the monitor often couldn't be turned on correctly. (Mr.Seki)

**Q: That makes sense. Did you previously install Google Hangouts Meet (at that time Chromebox) by yourself?**

Yes, we did. When we installed the first Google Hangouts Meet, there was already a monitor on the wall in the conference room. So, we had to equip the Chromebox behind it or under the desk, which was pretty complicating and tough. The camera often dropped because it wasn't fixed enough, or Chromebox cable was easy to come off. What was more, the monitor was too small to see, so the users moved it every time they had a meeting, which made the monitor damaged. (Mr.Seki)



# The Pokemon Company

## We aimed to be “simple and easy to understand”.

**Q: To solve these issues, Media Plus has proposed the system that is now a “standard” of your company. The distinctive feature of those components is a box with these physical “buttons”. How did you come up with this shape?**

We aimed to be “simple and easy to understand”. At first, we considered using an LCD touch panel, but if there are physical buttons, everyone knows where to press. In addition, by changing the lighting colors, it became easy to see the current state of the monitor. (Mr.Seki)

We don't even need a manual for this. I've been in the company only for half a year, but I thought it was easy to use because it requires only intuitive handling. The customers can start operating it soon after entering the room. It also solved the problems that conventional remote controls and monitors used to have. (Mr.Arai)



"Button type switching box" adopted in all conference rooms

## The biggest advantage is that users have become “unconscious” of microphones and speakers.

**Q:How often do you use video conferencing?**

Quite Often. Since we are a company to be a hub for our business partners, we have a lot of ongoing meetings. As mentioned before, Google Handouts Meet is available in all conference rooms, so that users do not have to change rooms or reschedule depending on whether they use a video conferencing. (Mr.Arai)

**Q:Please let us know if you have any other ideas in this “standard package”.**

Preparing microphones and speakers for each system (Google/Poly/Zoom) was troublesome, so we made them

available in all systems. There used to be 3 types of microphones & speakers like remote control. However, now users have become “unconscious” of them, which seems to be a good point of this idea. (Mr.Arai)

**Q:Has the audio quality been improved?**

I feel that it has been improved comparing to the standard microphones /speakers for video conferencing systems. Audio is very important in a video conference. People won't care



Adopted a patented ceiling tile beamforming mic array

so much when visual is disconnected a little bit, but if audio is interrupted or delayed, it must be very stressful. Previously, when I used a standard Google Hangouts Meet speaker mic, it made me tired with too much high-pitched sound and it was only for 30 minutes that I could use it at most. This problem has been solved by our current system, and we believe that our voice is clearly transmitted to the other party too. At this point, I think the quality of video conferencing has been improved dramatically. (Mr.Arai)

I agree. Nobody won't say like “hey, it's got much better.”, but I believe it's the best if people use it comfortably without saying anything. (Mr.Seki)

**Q:Do you have any further challenges?**

We would like to try to visualize the operation and effects of the conference rooms. such as whether the reserved room is really occupied, or if there's any user troubled with the reservation method. In addition, we also want to degitize and visualize the quality of video conferencing. By verifying this, we hope to contribute to improving users' productivity. (Mr.Seki)

### After the interview...

By standardizing meeting rooms, they respond quickly to business expansion, and they also supported the free working style of employees in terms of equipment. Media Plus will continue to support the Pokémon company, which continue to grow, with flexible proposals.