

User Cases 08
Corporate Profile
MITSUBA Corporation

Models used → PJP-50R (approx. 100 units), PJP-100UH (4 units), PJP-100H (1 unit)
Date purchased → March, 2007

Basic configuration → Installed the PJP-50R in the head office in Kiryu, Gunma and all bases of operation in the country. Used extensively for voice conferencing and messaging.

Established	March, 1946
Capital	9.8 billion yen
Sales	138 billion yen (FY2006)
Employees	4,126
Activities	Five domains of operations including automobile parts and information services, focusing on transportation equipment related businesses involving development and production of electric components (such as motors and wipers) for automobiles, two-wheeled vehicles and applied equipment.
Location	1-2661, Hirosewa-Cho, Kiryu, Gunma
URL	http://www.mitsuba.co.jp/



MITSUBA installed an IP audio conference system with over 100 units nationwide to achieve high-fidelity, easy-to-operate remote conferencing.

Background

Business expansion through a merger demanded new communication tools.

- Expanded operations nationwide through a merger
- Needed reduced business trip expenses and faster communications
- Chose the simple and user-friendly PJP-50R

MITSUBA Corporation owns 22 plants domestically and 24 plants overseas as its bases of manufacturing, and is expanding globally with manufacturing and sales of electric automobile components. Since its founding, MITSUBA's operations had been located around Kiryu City in Gunma Prefecture. However, the business expanded through a merger with Yokohamabased Jidosha Denki Kogyo Co., LTD in April, 2007, and the domestic operations spread nationwide. For this reason, it became necessary to find tools that could reduce business trip expenses and speed up communication. MITSUBA was using e-mail and information sharing systems as well as tools for video conferencing. However, with increasing numbers of requests from employees for systems to enable realtime conferencing with greater ease of use, MITSUBA reviewed various conference systems and decided to purchase the PJP-50R. The PJP offers telephone-like intuitive operation anytime and anywhere, with a LAN port for an IP connection.

Choosing the PJP

Of the company's requirements, sound quality and ease-of-use were paramount.

- Higher fidelity than other companies' products
- Extremely easy connection, setting and operation
- Optimum usage of the PJP series according to application

MITSUBA evaluated several vendors' products at an investment assessment meeting prior to purchasing the new conferencing system. As a result, the PJP- 50R was selected for its sound quality that was far superior to other vendors' products. The PJP-50R was highly regarded for its ability to provide highly realistic voice conferences without the disruption of echo or audio cut-out. Another of its key advantages was its easy connection and setup, allowing anyone to start using it right away. Finally, Yamaha's strong, nationwide support coverage, and the design of the PJP-50R were decisive factors in the selection process. Currently MITSUBA has not only set up IP connectivity between operations across the country with more than 100 units of the PJP-50R, but it is also utilizing the PJP-100H and PJP-100UH in larger conference rooms. MITSUBA offers a perfect example of a company taking full advantage of the PJP series to create conference systems based on personalized needs.

Results

A communication platform linking operations throughout the country.

- Used for voice conferencing plus messaging
- Reduces business trip expenses and loss of time
- Considering the PJP-MC24 Multipoint Audio Control Unit

MITSUBA has installed 29 units of the PJP-50R at the head offices in Kiryu and Yokohama, 30 units in the R&D Center, and additional units in every base and plant nationwide for a total of more than 100 units. They are utilized for voice conferences between the bases (weekly development meetings and periodic meetings for development and sales), as well as for in-house announcements (such as by the President) and corporate strategy meetings. Travel expenses and loss of time have been significantly reduced, and the clear audio that is free of echo and audio cut out has enabled realistic, stress-free conferencing. This has invigorated corporate communications, because users can easily set up remote or multipoint conferences. MITSUBA is considering purchasing the PJP-MC24 Multipoint Audio Control Unit in future to further enhance the application of the PJP-50R (e.g. usage monitoring, promotion, and management).

Model purchased
PJP-50R

The voice conference system has LAN, LINE, and AUDIO I/O ports for use in a wide variety of high fidelity conference formats!



The high fidelity of an IP connection, the realism of voice, plus the userfriendliness of the telephone. That's the Yamaha PJP-50R. A high performance conference system distilled from the best of Yamaha's sound technology.

Our Customer's Voice

We purchased the PJP because of Yamaha's sound technology. We gave it the highest marks in a comprehensive assessment of performance, user-friendliness, and price.

"There are variety of inter-office communication tools available. We had experience using e-mailing systems, information sharing systems, and video conferencing systems in the past. However, our internal needs for a more user-friendly voice conference system were growing steadily, and finally led us to purchase the product. The PJP-50R was the best in our comprehensive assessment in terms of performance, user-friendliness, and price. Now, it has become an essential tool in our business communications." (Mr. Takahashi) "The PJP-50R has gotten rave reviews. Because of Yamaha's reputation with audio technology, I had high expectations from the beginning. When I actually used the product, the voice quality coming through the system was so realistic and free of echo and audio cut out, it sounded like someone talking from the next cubicle. The PJP gives us real-time communication anytime and anywhere, and now our work seems to be speeding up dramatically." (Mr. Kuroguchi)



Corporate Planning department, Mr. Yoichi Takahashi



Corporate Planning department, Mr. Tomohide Kuroguchi

Future Applications for MITSUBA

Looking to promote usage and identify return on investment with the PJP-MC24 Multipoint Audio Control Unit

With over 100 units of the PJP-50R, MITSUBA is considering purchasing the PJP-MC24 Multipoint Audio Control Unit in the future in order to leverage the system with more advanced functions. The PJP-MC24 will allow them to assign individual "phone" numbers to each PJP-50R for telephone-like ease of use over an IP connection. Also, registering the units on the PJP-MC24 enables centralized management because you can use the same numbers even in the DHCP environment where IP addresses change. They can also centrally manage base conditions, call statuses, and call records, allowing them to monitor usage conditions and immediately identify their return on investment. Advanced application of the PJP will make MITSUBA's business communications smoother.



MITSUBA's products and technology show room. Products pursuing safety and comfort are playing an active role in a wide variety of fields, including automobiles.

Features of the PJP-50R

The "anytime, anywhere" ease-of-use that only IP audio conferencing systems can provide

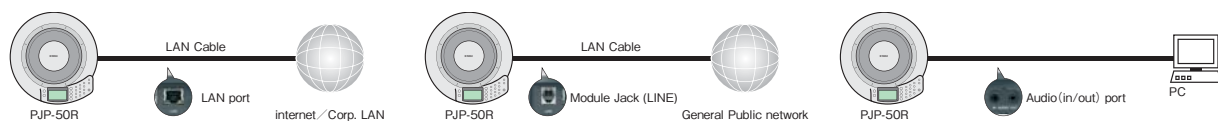
The PJP-50R is ready to start a conference by simply connecting a line—it's as intuitive and easy to use as the telephone. Another notable feature of the PJP-50R is that it can accommodate both an IP connection and an analog phone line. It allows you to connect with both a land line and a mobile phone, so users can participate in a conference from outside the office.

IP connections means high fidelity, multipoint connections, and always-on convenience

Especially when connected via IP, the wideband communication gives you higher fidelity and more realistic sensations. In addition, by leaving the IP connection always open, remote locations can conference each other with "same-room" sound quality. Furthermore, IP connections support simultaneous conversations on up to 8 units of the PJP-50R (a cascade connections).

A variety of terminals plus an audio mixer offer incredible convenience

The PJP-50R is equipped with 3 terminals that include a LAN port for an IP connection, a LINE terminal for an analog phone line connection, and an audio I/O port for connection with a PC. These terminals can be used simultaneously to accommodate various types of conferences.



PJP-50R Specifications

- Dimensions: 283.4 (W) x 297.5 (D) x 51.5 (H) mm •Weight: Approx. 1.4 kg (excl. power adapter) •Power supply: 100 V AC (50/60 Hz)
- Application: Audio conference equipment •Audio encoding: G.711 extended original system (fs = 16 kHz), G.711 (μ-Law), G.726
- Audio interface: Ethernet (10/100BASE-TX), analog audio modular connector, analog input/output x 1 each (mini-jacks)
- Other functions: adaptive echo canceller, noise reduction, multipoint voice conference functions (mesh connection: max. 4 locations, cascade connection: max. 8 locations), firmware upgrading function (HTTP, TFTP)



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