



The Launch of Valentine's Day pVideo Campaign and pVideo.com.hk -- The First VDP Personalized Video Concept Website in Asia

Focus Imaging today announced the launch of its latest Personalized Video (pVideo) Campaign for Valentine's Day and the first pVideo concept website -- pVideo.com.hk -- in Asia, with a view to introduce and promote this new online media from local to global market.

HONG KONG, Feb. 11 /PRNewswire-Asia/ -- Focus Imaging (<http://www.focus-global.com>), one of the leading digital marketing companies in Asia, today announced the launch of its Personalized Video (pVideo) Campaign for Valentine's Day together with pVideo.com.hk (<http://www.pvideo.com.hk>) newly established, showing how Variable Data Publishing (VDP) technology can be applied in making a pVideo and how powerful it can be as a marketing tool.

"We are one of the world most advanced VDP providers. Establishing pVideo.com.hk is our new attempt, aiming to let more people learn about this new technology," said Willy Lai, Business Manager of Focus Imaging. "People can see their own names and faces show up on our video. With our special VDP technology, mass production of customized videos becomes possible!"

In the campaign, Focus Imaging has created a pVideo -- 'Love is All Around' (http://www.pvideo.com.hk/lover/index_en.php) -- with the theme of spreading love in town, and sent it out to the Internet. The pVideo was made as a TV show, reporting a magician who helps people deliver love messages. Instead of the conventional celebrations for Valentine's Day, people can create a unique personalized video as a special gift to their loved ones.

It is the second time for Focus Imaging to produce and release such kind of pVideo. In the past Chinese New Year, it launched a pVideo (<http://www.focus-vdp.com/video/ny2009>), in which everyone can make their friends become the early babies on the day of Ox. Each person's name appeared everywhere in Tsim Sha Tsui. The pVideo, as its first attempt, has resulted in great responses and given it sufficient experience and confidence. It then immediately decided to make another pVideo for the Valentine's Day promotion.

"According to the Web analytics report, our last pVideo campaign has received more than 130,000 video views in 10 days from 44 different territories. Besides Hong Kong, it has been viewed by people from regions including Mainland China, Macau, Taiwan, Malaysia and Japan; and overseas countries such as USA, Canada, UK and Australia. The result was really out of our expectation." said Kenny Lam, Technical Manager of Focus Imaging. "With this successful experience, I believe the Valentine's Day pVideo campaign will be able to attract 30,000 video views a day!"

In the meantime, the first pVideo-theme website in Asia -- pVideo.com.hk (<http://www.pvideo.com.hk>) -- has been newly established, with the aim of letting more people to get involved in this new media. In pVideo.com.hk, people can watch and play the two recent personalized videos free of charge, getting an idea of how 'personalized' a video can be.

According to Willy Lai, VDP pVideo is still very new to most Hong Kong people. He said this campaign would definitely arouse both the local and regional awareness to personalized video -- a new online media channel.

Starting from today, people can visit the social website at <http://www.pvideo.com.hk> to explore the world of VDP and experience the next wave of personalized video.

ABOUT pVideo

Personalized Video (pVideo) is a kind of Variable Data Publishing (VDP) products. VDP (<http://www.focus-vdp.com>) automates mass production of customized video with personalized elements (text, and image). It generates customized video with variable data such as name, photo, and personal message for every user. VDP pVideo can be used as a data-driven and one-to-one marketing tool. It enables effective Cross-Media campaigns together with the use of other VDP products including Direct Mailing (DM), Electronic Direct Mail (eDM), Personalized URL (pURL), Personalized Game (pGame) and Personalized Mobile (pMobile).

About Focus Imaging Limited

Focus Imaging Limited is a pioneer in the industry and a leading Digital Marketing expert in Asia. Since 1995, the company has grown and evolved through incessant technical investments and advancements. With more than 13 years of substantial know-how experience, Focus Imaging has been the mainstay in the industry providing services in Digital Marketing, Printing, Multimedia & Design, and IT Solutions with the elements of Variable Data Publishing (VDP). For more details, please visit <http://www.focus-vdp.com> .

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