



Hit the Next Wave of New Online Media: PVideo.com Leads the Trend

Asian first VDP personalized video (pVideo) concept website -- pVideo.com.hk -- has been established, together with the launch of Valentine's Day pVideo campaign, with a view to introduce and promote the trend of this new online media.

HONG KONG, Feb. 11 /PRNewswire-Asia/ -- Personalized Video (pVideo) is one of the recent hot topics on the Internet. People can now see their own names and faces showed up on video. With VDP technology, mass production of customized videos becomes possible. PVideo.com.hk (<http://www.pvideo.com.hk>) is the first VDP pVideo website in Asia established by Focus Imaging, one of the leading digital marketing companies in Hong Kong. And today, it announced the launch of the site and released its latest Valentine's Day pVideo.

The founder of PVideo.com.hk, 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. Instead of sending Valentine's Day eCard or other conventional gifts, people can create a unique personalized video as a special gift to their loved ones. People do not have to pay. They just need to click into pVideo.com.hk. Apart from watching their own pVideo, they can add others' names, photos and personal messages into the pVideo, making a brand new one to their friends or to share it on the Internet.

It is not the first time for Focus Imaging to produce and publish such kind of pVideo. The Chinese New Year's VDP campaign this year (<http://www.focus-vdp.com/video/ny2009>), as the first attempt, has given it experience and confidence. The 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. Besides, the pVideo has gained popularity and responses from many online forums such as Discuss.hk and Uwants, and video sharing community like YouTube. Some users even made the pVideo using celebrities' photos. The hottest examples are young singers G.E.M, Stephy Tang and Teresa Fu; and also the Japanese animated character -- Ponyo. They produced the pVideo and posted them on their Blog or Facebook for sharing.

'With this successful experience, I believe the Valentine's Day pVideo campaign will be able to attract 30,000 video views a day!' said Kenny Lam, Technical Manager of Focus Imaging.

Willy Lai, Business Manager of Focus Imaging said that their next goal is to make use of pVideo technology to produce personalized music video. Personalized MTV can definitely strengthen the interactivity among the idols and fans; and open a new channel for record companies to promote their products. This idea, which no one has ever thought of, will bring a new positive impact to the music industry.

The first pVideo-theme website in Asia -- pVideo.com.hk (<http://www.pvideo.com.hk>), aims at attracting more people to get involved in this new media channel. In pVideo.com.hk, people can watch and play the two recent personalized videos free of charge, and to get an idea of how 'personalized' a video can be.

VDP pVideo is still very new to most Hong Kong people. This time, the Valentine's Day pVideo campaign is expected to arouse both the local and regional awareness this new online media, making it to become a popular trend.

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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