

BEAT COMMUNICATION introduces the Enterprise 2.0 solution to TOSHIBA SOLUTIONS CORPORATION

Submitted by: Beat Communication Co. Ltd

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TOKYO—January 19th, 2009—Beat Communication Co. Ltd., introduced the Enterprise 2.0 solution and the cost-effective communication tool for the business management, to Toshiba Solutions Corp. in August 1st, 2008.

Beat Communication installed a social technology to Toshiba Solutions for facilitating the intra-corporative communication and to enable to share employee's knowledge within the company. Our research reveals that more than 90 % of the all employees in the division have used this system within 4 months, and over 40% of the employees visit frequently.

The System is introduced to the Semiconductor and LCD (Liquid Crystal Display) Engineering Division, and 5 employees engage to promote and manage the Social Networking. They play their roles: some becoming a facilitator to encourage the participation of other employees, and the others administrates the system.

As a result, 253 out of 273 employees (over 90% of all employees) are now using this system. Some companies in Japan relatively discourage to use such a system during the works. Toshiba Solutions, however, encourages the usage of the system and facilitates the communication among colleagues.

Ryo Murai, President / CEO of Beat Communication said: "Now our social technology becomes a prominent communication tool in Japanese companies that employees in each section or branch can share information regardless of time and space, and it is also considered as the cost-effective tool, especially in the current economic situation."

Beat Communication will continue to consult on various problems that companies faces around the globe and will keep offering the best and cost-effective solutions as the pioneer of Enterprise 2.0 solution company in Japan.

For more information about Beat Office 1.4 that is introduced to Toshiba Solutions Corp, please visit the website:

<http://www.slideshare.net/ecostyle/beat-communicationenglish-presentation/>

About Beat Communication Co., Ltd.

Established in 2004, Tokyo-based Beat Communication produces lifestyles using social networking services such as "Beat Office" intra-corporate social networking packages, and "Beat Media" social marketing packages. The pioneer in the business of social networking services in Japan, Beat Communication originates from the researches of Social Graph done at Keio University. For more information, please visit our website: <http://www.beat.co.jp/en/>

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