

XING Inc. leverages wireless technology to create a cutting-edge karaoke experience.

Overview
XING Inc. Nagoya, Japan www.xing.co.jp/english/index.html
Industry <ul style="list-style-type: none"> Consumer Products
Software <ul style="list-style-type: none"> IBM DB2 Everyplace software
Services <ul style="list-style-type: none"> IBM Engineering and Technology Services



“The IBM solution makes the karaoke experience easier and more fun than ever, helping karaoke establishments draw in more business.”

—Shutaro Mishima, Contents Manager, XING Inc.

Established in 1992, XING Inc. is a subsidiary of Brother Industries, Ltd., a global producer of printer solutions and other consumer and business electronics. XING develops new services and solutions to help karaoke bars and restaurants improve business and customer satisfaction.

Challenge

XING is a developer of karaoke services and solutions in Japan. The company wanted to transform the karaoke experience and help karaoke bars attract more business by creating a solution to replace cumbersome paper song catalogs that patrons have traditionally used to locate and order songs. XING wanted to develop a groundbreaking wireless solution that patrons could use to easily search for and request songs, as well as order food and drink. To create such a device, however, XING needed help from a skilled engineering organization.

Solution

XING worked with IBM to design and manufacture an integrated custom personal digital assistant (PDA) solution that replaces the archaic and unwieldy paper song catalog. Using the new PDA, patrons can access a variety of content, such as promotional videos and song lessons, in addition to the full karaoke catalog—tens of thousands of songs listed by title, artist and category. Patrons can also order food and drink using the PDA's intuitive touchscreen panel. Embedded with leading IBM technology, the PDA offers greater functionality and reliability over competing solutions.

Benefits

- The state-of-the-art solution helped XING increase its market share
- Within two months of its launch, the solution attracted more than 100,000 karaoke patrons
- Fast, stable IBM technology delivers an edge over the competition



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