**Free communication and unbounded software video conferencing system**

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At present, video conferencing popular in the market is roughly divided into two types: hardware video conferencing systems and software video conferencing. The hardware video conferencing system represented by Polycom is expensive, and the complexity of deployment and maintenance has made most customers forget. Therefore, the software video conferencing system providers represented by the “first meeting” and so on have emerged as a breakthrough. The software form realizes the customer's demand, making the video conferencing market, which was originally fiercely competitive, become the competition situation of “soft and hard”.

In 2008, affected by the US subprime mortgage crisis, global stock markets fell. When the market was low, how to maximize work efficiency and reduce operating costs became the focus of attention of every enterprise. In the period of rapid development of communication today, the software video conferencing system has undoubtedly become the best choice for enterprises. It saves not only the travel and telephone costs, but also the overall improvement of work efficiency.