

Brother Buys Web Conferencing Company

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Japan's printer and office automation manufacturer Brother will buy Nefsis Corporation **to add collaboration solutions to their printing solutions for small and medium-sized business**

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Founded in 1998, and based in San Diego, California, Nefsis Corporation is an innovator in web-based remote collaboration and conferencing software. The company, operating under the **Nefsis, ePop**

and

WiredRed

brands, has developed a range of solutions for messaging and collaboration that are used by customers around the world. As part of the Brother Group, Nefsis will remain in San Diego and continue development of cloud-based communications solutions.

"We are very excited to bring the creativity and technology of Nefsis to the Brother Group," says Tadashi Ishiguro, President of Brother International Corporation, USA. "Nefsis remote collaboration solutions have a loyal following, due to their industry-leading features, quality, and performance. The Nefsis technology and team will complement Brother and expand the ways in which Brother supports small and medium-sized businesses."

Yes, it's a good move and this acquisition will add more service and cloud business to those narrowing hardware margins. It also thrusts Brother into the very competitive UC business. Right now, as the nascent UC market grows, there's room for everyone...but ultimately consolidation is in our future.

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