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New Media/English 10

17 September 2020

Mr. Barazzuol

 Analysis of “Zoom”

 On April 21st, 2011, Zoom was created by Eric Yuan at age 27 when he emigrated from China to Silicon Valley in 1997. Zoom is a video conferencing software that has become a very popular tool for, people working from home, joining classes from home, or just socializing. Before he made Zoom, he helped to build WebEx which was eventually bought by Cisco for 3.2 billion but, left the company with 40 other people in 2011. Eric was inspired to make his own company (it wasn’t named Zoom at first, but Saasbee Inc.) by other tech entrepreneurs Bill Gates, Mark Zuckerberg, and Marc Benioff. He wanted a cloud platform that was easy to access and reliable for, everyone that could run on all types of devices. He also wanted users to have everything his competitors had, including monthly subscriptions that can include more than 100 people in the call and longer calls. At first, he had trouble finding investors for his company and people didn’t seem to like using WebEx’s video quality and usability, so he had his doubts in making the product but, in the end, he listened to his users and, all the work started paying off. Zoom is now among the top video conferencing apps out there with its competitors Skype and WebEx. Zoom offers basic free service for up to 100 people and 40-minute time limit but, offers an upgrade offering no time limit and cloud recording for $200/year. Even though a lot of children use zoom for school, a person needs to be 16 years and older to make an account. Zoom ended up making 622 million United States dollars in 2019 and since the pandemic Zoom is used even more by people around the world.

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