

# Professional Video **Made Easy**

**Hong Kong is a strategic research and development (R&D) base for Vyond's growing video and animation business worldwide.**

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**Alvin Hung**  
**Founder**  
**Vyond**

Vyond was founded in 2007 by Alvin Hung to meet the growing demand for business video. Disappointed by the lack of high-quality online software to create engaging video content, Hung saw the opportunity to create one himself.

“I was excited to build something that allows companies to create dynamic content, because many companies today prefer to engage employees and customers with animated videos rather than the same old boring material,” said Hung. “They want a better way to design presentations, advertisements, and instruction, and they want to do it without spending a fortune.”

Vyond is a web application that immeasurably simplifies the process of creating bespoke animated video. The solution enables everybody, regardless of their level of video production and design experience, to express ideas in an impactful way. It is a versatile tool that supports anyone in a business function – from marketers to training professionals to customer success teams – in both their internal and external communications. The platform is especially effective in managing remote work and learning because it improves message delivery and retention without the necessity of face-to-face interaction. This makes it an integral part of “the new normal.”

With millions of registered users, Vyond helps 90 percent of the Fortune 500 companies make videos that enhance and support all job roles and continues to redefine and lead the DIY animation industry.

The company was chosen at the 2017 Hong Kong ICT Awards by a committee steered by government officials, industry, and academia to recognize the city's most innovative ventures. Vyond won the 2017 Award of the Year, Grand Prize for Best Business Solution, as well as the Gold Prize for Best Business Solution (Products and Services). These awards are a testimony of the company's achievement in innovation through bespoke design.

While the United States comprises the company's largest market, Vyond develops its software solutions in its R&D office located in Hong Kong with more than 50 staff members and supported by a small team in Taiwan. The company also has a team in the Silicon Valley with around 50 employees looking after global sales and marketing, customer success, and operations.

“Our R&D team in Hong Kong is world-class,” said Hung. “Hong Kong's software engineering and creative professionals have definitely been underestimated. People often think that Hong Kong's talent in the creative industries is not as capable as its US counterparts, but I can prove that this is wrong. They definitely have the ability to excel and exceed their Western counterparts.”

Hung has several tips for startups in Hong Kong. “First, go global on day one. It's not that much more difficult than succeeding in the local market. Second, try to think of



a good idea with unique and competitive advantages that not everyone else can solve. Lastly, consider going solo if you are an engineer and you are comfortable with business issues,” Hung concluded.

## Vyond

- Vyond (formerly GoAnimate) was founded by Alvin Hung in 2007 with offices in Hong Kong, Silicon Valley, and Taiwan
- A DIY video-creation platform enabling people using drag-and-drop tools to produce a wide range of custom videos in the cloud

 [vyond.com](https://vyond.com)