CREATING THE OPTIMAL ROOM ENVIRONMENT FOR SIMPLE AND EFFECTIVE MEETINGS

Best Practices for Successful Video Conferencing

A Frost & Sullivan Market Insight
Sponsored by Logitech

FLEXIBLE COLLABORATION

Meetings are Becoming Smarter and More Intuitive

INNOVATIVE To accommodate the needs of today's agile workers, businesses are putting a heavy emphasis on designing meeting spaces that foster innovation and productivity.
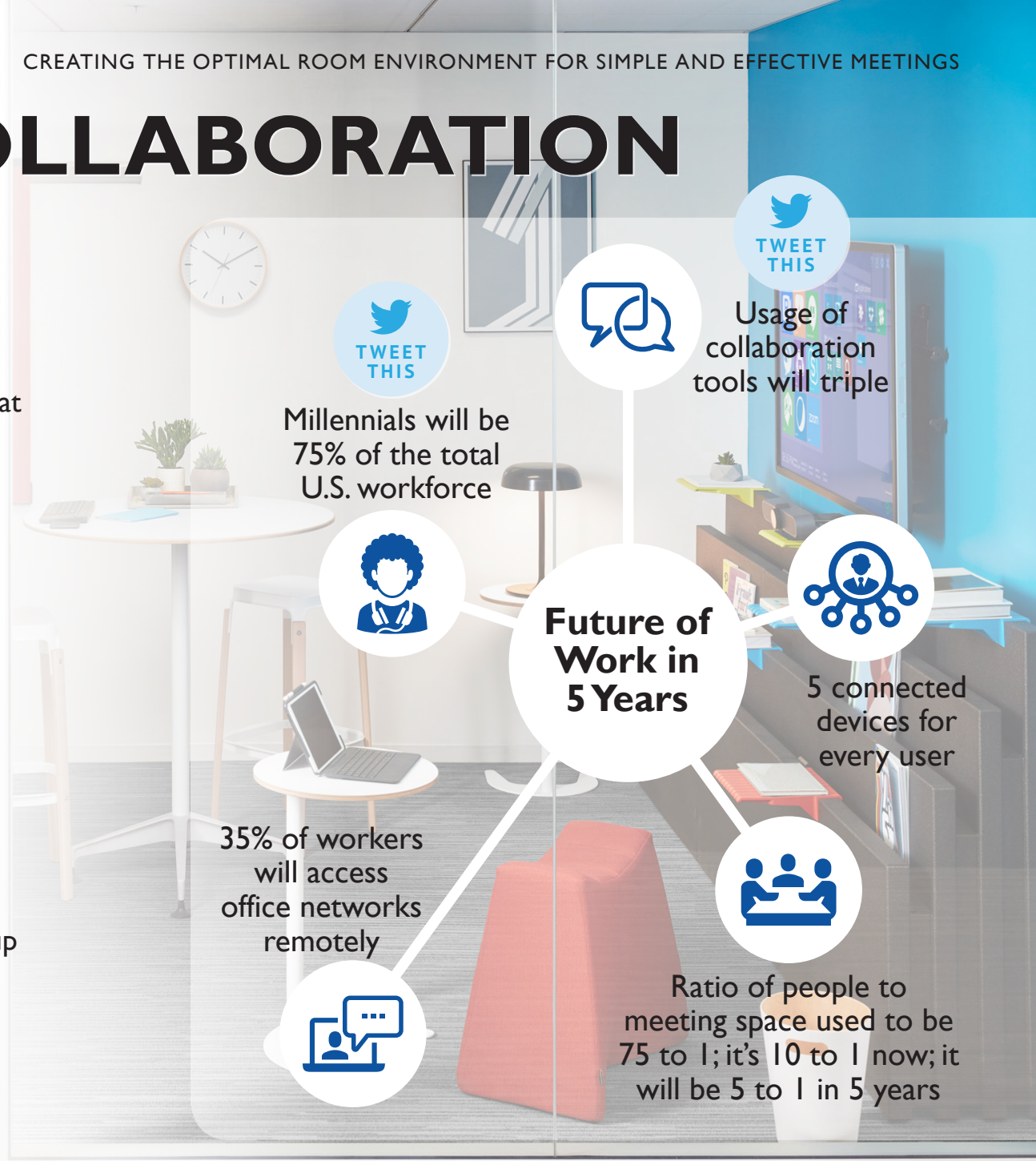
COLLABORATIVE AI, cloud computing, analytics, mobility, and video are reshaping collaboration.

PERSONAL Consumerization redefines user expectations; users are bringing their choice of devices and applications to meeting rooms.

SIMPLE Users are demanding video-first experiences and simple, instant audio-video meetings that are a click away.

IDEAL Huddle rooms and open spaces are emerging as the ideal spaces for rich small group collaboration.
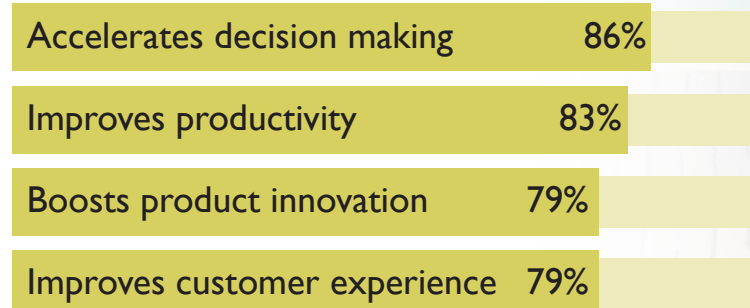
Users are demanding
VIDEO-FIRST EXPERIENCES

TWEET THIS

Millennials will be 75% of the total U.S. workforce

TWEET THIS

Usage of collaboration tools will triple

Future of Work in 5 Years

5 connected devices for every user

35% of workers will access office networks remotely

Ratio of people to meeting space used to be 75 to 1; it's 10 to 1 now; it will be 5 to 1 in 5 years

VIDEO CONFERENCING
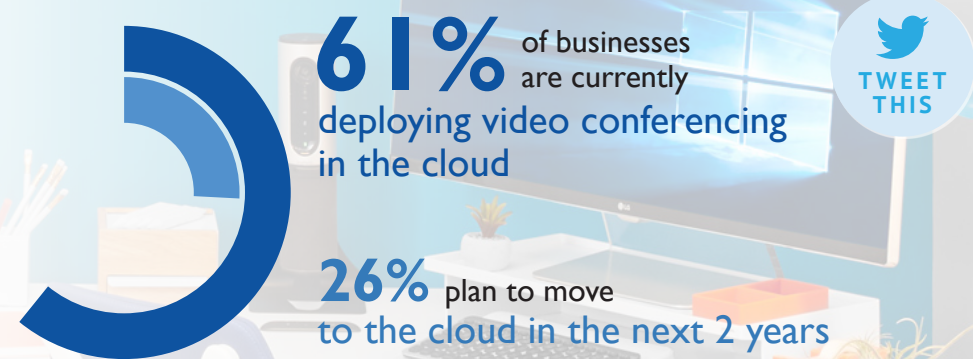
The Next Best Thing to In-person Meetings

Audio-only meetings are so 90s! Today's digital workers want engaging conversations, seamless content sharing and multimodal multi-device communications.

Video meetings have become increasingly pervasive in organizations of every size and type due to compelling improvements in quality, flexibility, ease of use, and affordability. Video has a distinct advantage over other forms of communication in its ability to capture the full spectrum of information—verbal, written, data, as well as non-verbal/facial cues.

In a recent Frost & Sullivan survey, C-level decision makers responded that video conferencing:

Accelerates decision making	86%
Improves productivity	83%
Boosts product innovation	79%
Improves customer experience	79%

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Adoption is Booming

61% of businesses are currently deploying video conferencing in the cloud

TWEET THIS

26% plan to move to the cloud in the next 2 years

Video Conferencing Seat Growth

26.5% CAGR

Present   2021

More Affordable

Video conferencing prices are forecast to decline by

11.9% per seat

THE RISE IN HUDDLE ROOMS

Collaboration that Fosters Innovation and Faster Decision-making

Meeting rooms come in all shapes and sizes. Usage data shows that more than 75% of the time large conference rooms are used for meetings of 3–4 participants, creating a misfit between user needs and technology. Huddle rooms offer the optimal setting for ideation and collaboration and are becoming hotbeds for collaboration.
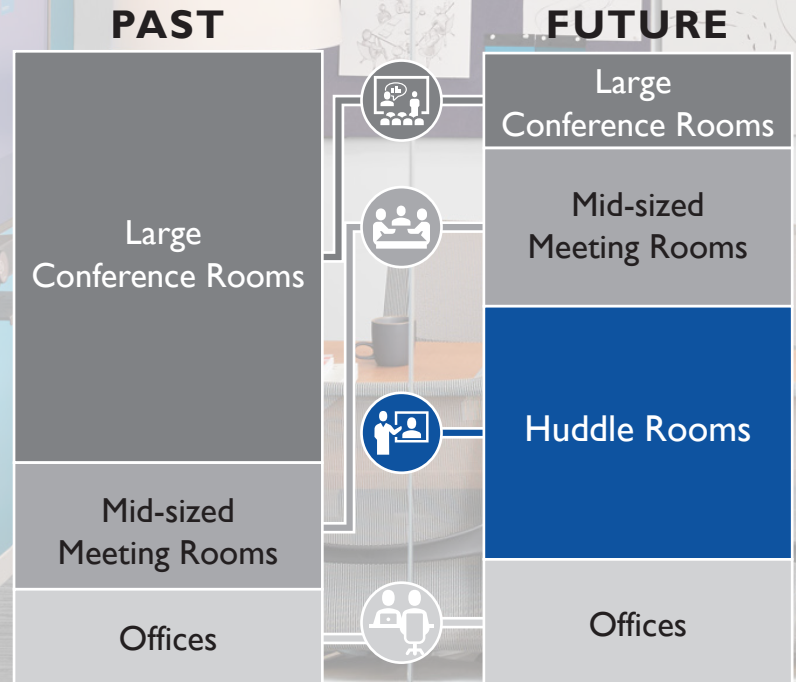
The trend towards open offices has created a growing demand for small meeting spaces that offer quieter work areas for disruption-free collaboration.

It is estimated that globally there are 30 to 40 million huddle rooms and less than 2% of those are video-enabled.

Currently standing at 8.1% of all meetings, huddle room meetings will grow exponentially to represent 69.8% of all video conferencing room meetings by 2022.

TWEET THIS

Where People Meet is Changing

PAST

- Large Conference Rooms
- Mid-sized Meeting Rooms
- Offices

FUTURE

- Large Conference Rooms
- Mid-sized Meeting Rooms
- Huddle Rooms
- Offices

7 BEST PRACTICES FOR HUDDLE ROOM COLLABORATION

The user experience in huddle rooms can be sub-par if the approach is primarily based on DIY components glued together loosely. Though room design and logistics vary significantly based on the type of huddle room, focusing on key aspects will ensure a leading-edge user experience:

SIMPLICITY Enable audio/video devices that offer plug and play simplicity along with flexible wired and wireless content sharing options for one-touch join.

FIELD OF VIEW The Field of View must match the physical characteristics of the space; a wide angle 120 degree high-quality camera ensures that even those closest to the camera can be seen.

> The **USER EXPERIENCE** in huddle rooms can be sub-par if the approach is primarily based on DIY components glued together loosely

TWEET THIS

What are Huddle Rooms?

SIZE
Typically 10x10 or 12x12

CAPACITY
4–6 people

COST
Sub $5k*

DEPLOYMENT
Collaboration application on a laptop or mobile device over cloud video conferencing paired with a high quality conference cam

USE CASE
Ideation and interaction for ad-hoc agile collaboration that supports daily work flows

* not including the cost of furniture

CONTINUED

7 BEST PRACTICES FOR HUDDLE ROOM COLLABORATION

CAMERA PLACEMENT If the room has the additional advantage of dual displays, place the camera at eye level between the two screens for optimal eye contact.

AUDIO Don't settle for good enough audio; integrated high-quality audio is table stakes to enhance the experience.

PERIPHERALS POSITION peripherals such as white boards so the remote site gets the full view for productive collaboration.

ROOM DESIGN Avoid visual clutter in the camera's line of sight. Position a small central table that allows for sitting or standing so that the camera can "see" everyone.

ROOM SELECTION Choose a space with minimum reflective surfaces. Adequate lighting with noise-reduction carpeting and wall coverings provide optimal visual and acoustical support.

7 BEST PRACTICES FOR MID-SIZED ROOM COLLABORATION

Room planning and logistics must revolve around optimizing the mid-sized room for flexible use cases and work-behaviors. In addition to the core components, mid-sized rooms typically require:

TWEET THIS

FLEXIBILITY Enable modular audio/video kits with either a single or dual displays and eye level camera placement options including cameras using intelligent framing to focus on meeting attendees.

FIELD OF VIEW A motorized PTZ camera helps fine-tune the viewing angle for the larger room dimensions.

CAMERA PLACEMENT Position the camera at an optimal height, distance, and viewing angle in order to see everyone in the room.

> Room planning and logistics must revolve around optimizing the mid-sized room for **FLEXIBLE USE CASES AND WORK-BEHAVIORS**

Mid-sized Meeting Rooms

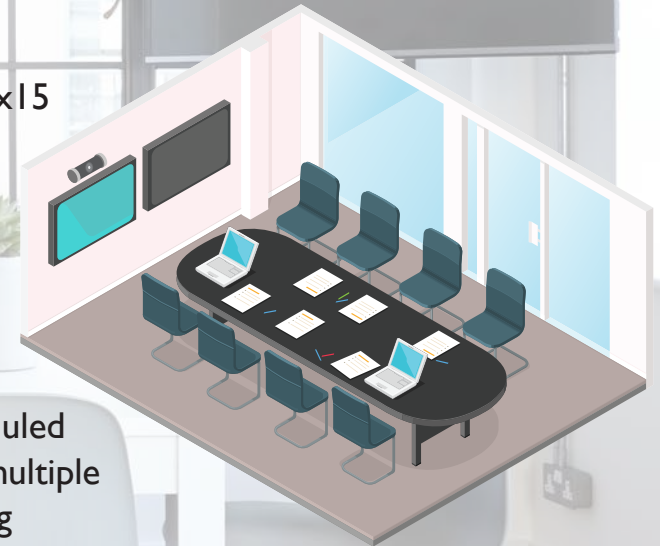**SIZE**
Typically up to 20x15

CAPACITY
8–10 people

COST
Sub $10k*

USE CASE
Ad-hoc and scheduled meetings across multiple use cases including immersive experiences and training sessions

* not including the cost of furniture

CONTINUED
7 BEST PRACTICES FOR MID-SIZED ROOM COLLABORATION

AUDIO Provide additional acoustical components and optional expansion mics that allow more people to collaborate.

CABLING Provide for additional connections between the hub, camera, speakerphone, and optional expansion mics; routing connection cables through a conduit or under-the-table wire tray to keep cables organized, mitigating visual clutter in addition to reducing potential tripping hazards.

ROOM DESIGN The shape of the table can help maximize the number of people visible on camera; a slanted shape (like a triangle or trapezoid) is best, with the wider end nearest to the screen and camera.

ROOM SELECTION An evenly-lit space helps the camera capture the most accurate color, contrast and video definition. Avoid transparent walls or windows which can be a source of distraction.

HUDDLE ROOM SOLUTION SPOTLIGHT: LOGITECH MEETUP

Plug-and-play Simplicity and Flexibility

- 4K UltraHD camera with 5x HD zoom

- 120-degree field of view

- Supports 175 degrees via motorized pan/tilt mechanism

- An ergonomic square remote control unit

- Enhanced audio optimized for huddle rooms; three omnidirectional echo-cancelling, noise reduction mics; an optional expansion mic to service meeting rooms with up to 8 people

- A mobile app that turns Android and iOS devices into a remote control

Logitech's mission: make
VIDEO CONFERENCING EASIER FOR EVERYONE

#1 Market Share in Video Conferencing Devices for Business Use

CUSTOMERS

50% of Fortune 500

10 of Top **10** Global Pharmaceutical firms

8 of Top **10** US banks

MID-SIZED ROOM SOLUTION SPOTLIGHT: LOGITECH GROUP

Affordable ConferenceCam for larger conference rooms

- USB plug-and-play connectivity with full HD 1080p 30fps PTZ camera; 10x HD zoom; 90 degree field of view

- Ultra-wideband audio along with acoustic echo cancellation and noise reduction technology

- Optional extension mics expand audio coverage area to 8.5m/28ft

- Pairs with mobile devices via Bluetooth and NFCV

- When using Microsoft Skype Room System (SRS) software, Logitech SmartDock combines Group with Surface Pro 4 and the SRS software for clutter free simplicity

SmartDock FLEX

Smart solution to a tough problem

For mid-sized rooms using Microsoft Skype Room Systems and SmartDock, FLEX is a high attach rate accessory to optimize the integration of Logitech GROUP Hub. It enables the speakerphone to attach to the SmartDock and the PTZ camera to attach to the Extender Box.

» Cabling from the center of the table to the front of room where HD displays, projectors, power, network and camera are located

» Keeps conference tables clutter-free; extending USB, Network, dual HDMI and power connectivity up to 50 ft away

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WHAT CUSTOMERS ARE SAYING

TWEET THIS

When we want to have a video call or do a web conference, we just want to plug in the equipment and have it work. That's where Logitech really excels: people are able to connect quickly and easily without having to struggle with technology. Plus, the audio and video quality is amazing.

—*Ted Arent, IT Guru, PeopleGuru*

TWEET THIS

Our employees have perceived the use of Logitech's products as very simple. This has supported the user uptake and acceptance of video conferencing. Logitech products fulfill the criteria for high quality conference products and are compatible with all popular software clients.

—*Mathias Schröder, Team leader IT/Project Service, The European School of Management and Technology*

TWEET THIS

We wanted a video conferencing technology that did not require a half hour set up before the meeting. Logitech SmartDock and Skype Room Systems have really improved the collaboration and communications for our company.

—*Bill Kehoe, CIO and IT Department Director, King County*

6 KEY TENETS OF A SOLID VIDEO CONFERENCING EXPERIENCE

Shaping your workplace around user needs

A no-compromise video conferencing experience must focus on the key tenets:

EASY TO USE AND SIMPLE
- Intuitive product design; fast and easy procurement
- Compelling user experience

INSTANT
- Instant meetings with a one-touch join
- Easy content sharing

FLEXIBLE
- BYOD (Bring Your Own Device and Application)
- Scales easily as business needs change

LOW COST
- Leverages existing displays, peripherals, and software investments

IT FRIENDLY
- Unified management—Consistent policies, operations, and tools

CONSISTENT UX
- Uniform UI and software across all meetings and workspaces

TWEET THIS

Affordable

Flexible

Consistent

Video Enable Meeting Spaces of all Sizes

Simple

Instant

For more information, visit
https://www.logitech.com/en-us/room-solutions

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