

# 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.

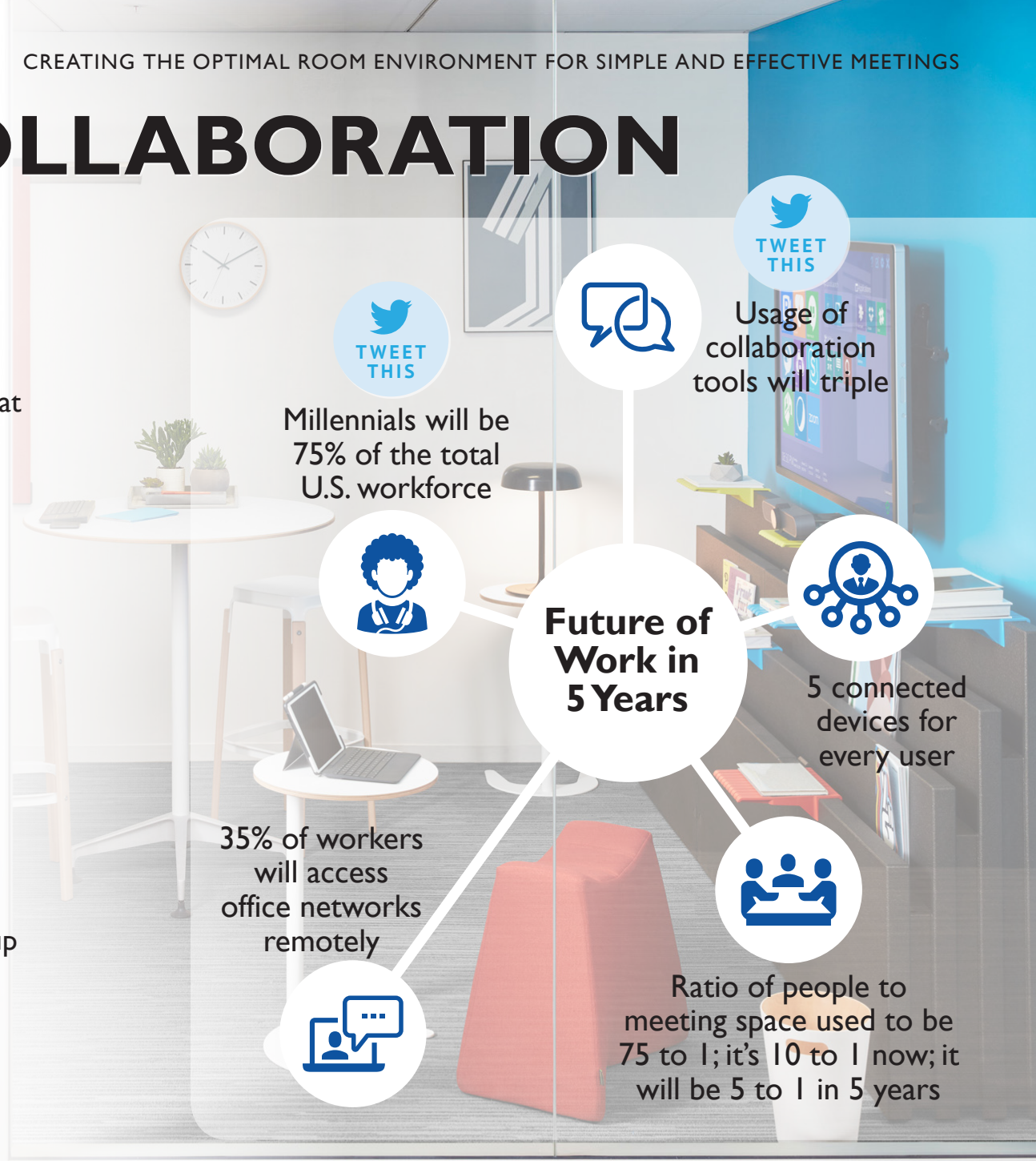
**COLLABORATIVE** AI, cloud computing, analytics, mobility, and video are reshaping collaboration.

**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**



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



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

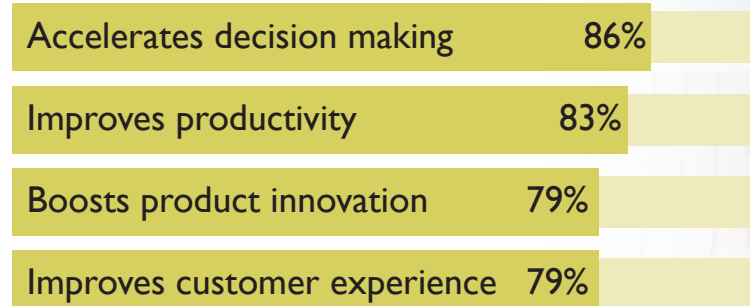
# VIDEO CONFERENCING

## The Next Best Thing to In-person Meetings

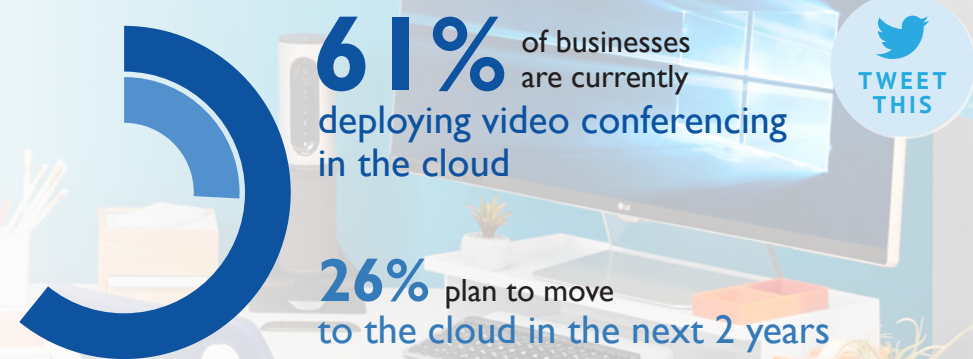
Audio-only meetings are so 90s! Today's digital workers want engaging conversations, seamless content sharing and multimodal multi-device communications.

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:



## Adoption is Booming



## More Affordable



# 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.

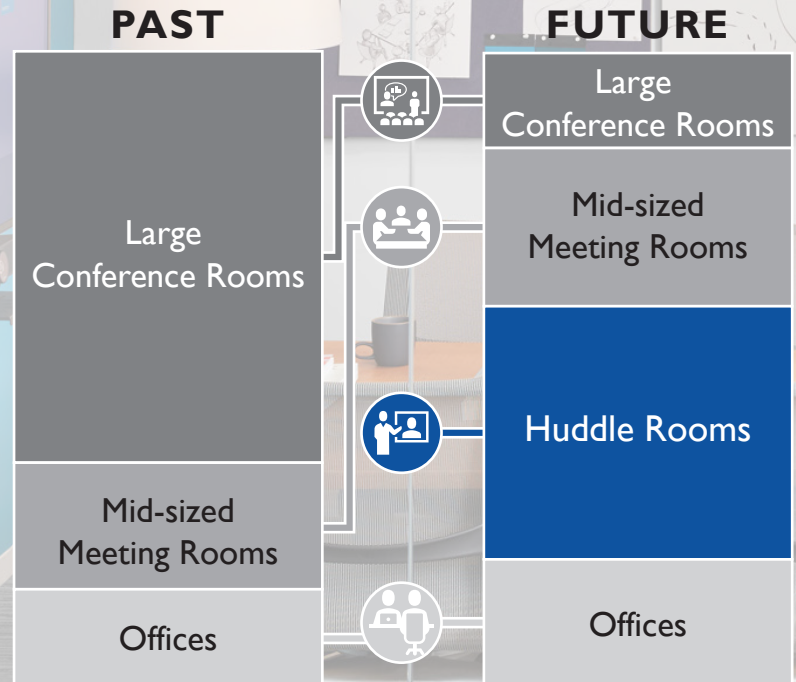
The trend towards open offices has created a growing demand for small meeting spaces that offer quieter work areas for disruption-free collaboration.

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.



## Where People Meet is Changing



# 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



## 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

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# 7 BEST PRACTICES FOR HUDDLE ROOM COLLABORATION

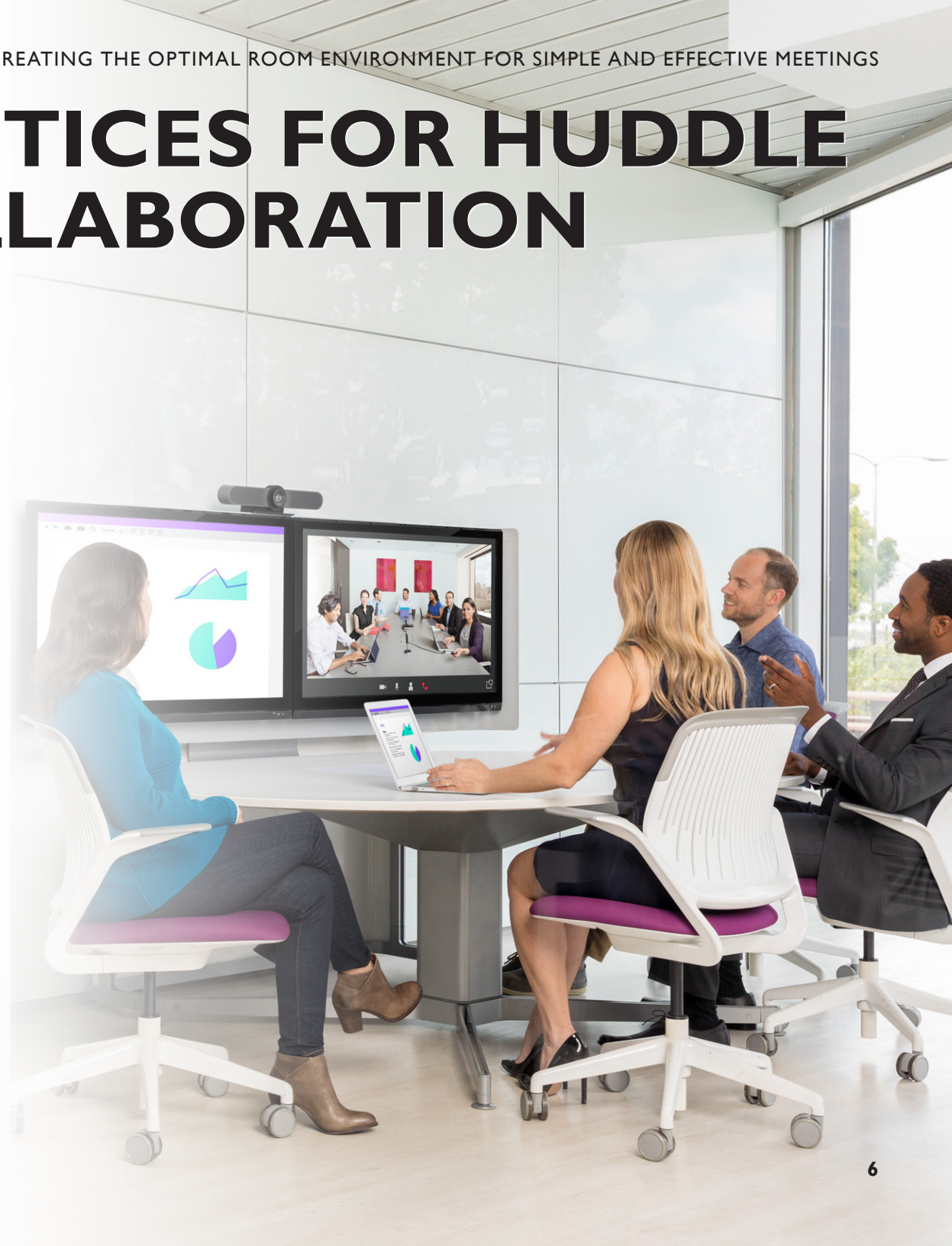
**CAMERA PLACEMENT** If the room has the additional advantage of dual displays, place the camera at eye level between the two screens for optimal eye contact.

**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:

**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

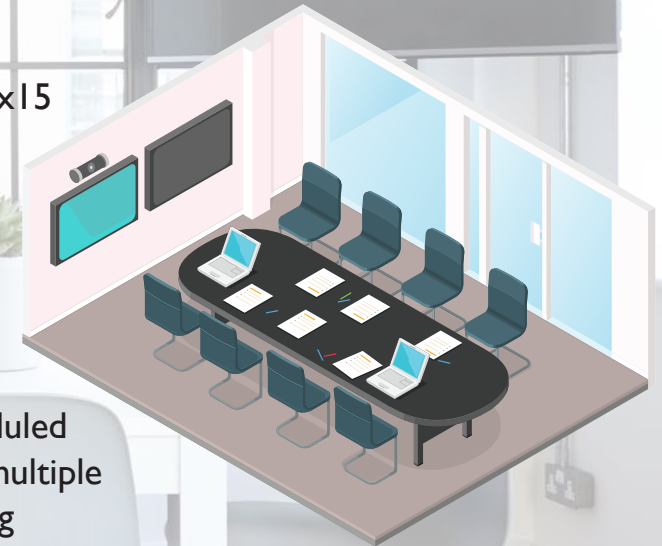
8–10 people

### 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.



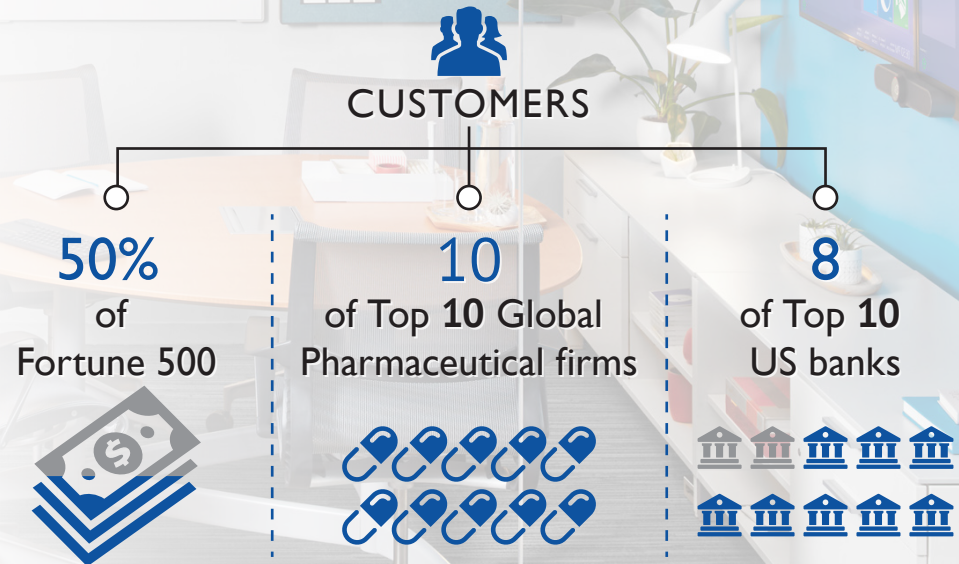


# HUDDLE ROOM SOLUTION SPOTLIGHT: LOGITECH MEETUP

## 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

#1 Market Share  
in Video Conferencing  
Devices for Business Use



Logitech's mission: make  
**VIDEO CONFERENCING  
EASIER FOR EVERYONE**

# 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



# WHAT CUSTOMERS ARE SAYING



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



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



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



For more information, visit

<https://www.logitech.com/en-us/room-solutions>