



# State of the Unified Collaboration (UC) Union

#### A deeper look at the trends, technologies and today's solutions



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# Introduction to the State of the UC Union



Unified Communications (UC) describes the interconnection of communication platforms like video conferencing, chat, phone & file sharing.

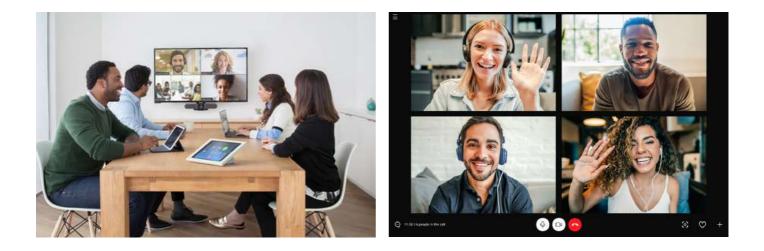
The UC industry is evolving rapidly. And while this creates excellent opportunities to improve virtual communication across your business, it also presents an overwhelming number of options and choices.

Unified Communication and Collaboration (UC&C) is a combination of various communication methods and collaboration tools such as virtual whiteboards, real-time audio and video conferencing and enhanced call control capabilities to improve efficiency in the workplace.

It provides a collection of easy-to-use solutions that can be implemented in various organizations to ensure that the end user receives a nearly real-time collaboration experience that works efficiently, smoothly and securely.



# Video Collaboration



Video collaboration has been evolved from hardware based codecs of traditional Polycom and Cisco systems to more software driven solution of Microsoft Teams, Zooms, Google Meets, WebEx, post the pandemic.

A lot of the solutions have now been replaced with simpler easier to deploy solutions for small meeting rooms, mid-size meeting rooms as well as larger boardrooms, meeting rooms, training rooms and large venue spaces such as Auditoriums and event spaces.

However the challenges of designing, executing and implementing the technologies and the user experience still remain. The intend of this whitepaper is to ensuring the reader to make the right decision based on today's available technology.

Video conferencing has become an increasingly important aspect of today's world, as many organizations are transitioning to hybrid working environments.

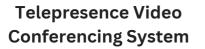
It has greatly aided in connecting people over a phone call where people can experience real-time video conferencing features while being located in different remote locations which would not be possible with Video conferencing platforms.



## **Types of Video Collaboration**







The primary goal of designing telepresence is to bring together a client and a business employee who are not physically in the same room.

Hosting an online meeting is possible with the help of equipment such as a large display and an eye-levelpositioned camera.

Despite its numerous benefits, the cost of a telepresence video conferencing system is prohibitively expensive.

Companies invest hundreds of thousands of dollars in telepresence systems because the benefits of call quality and a realistic experience outweigh the costs.

#### Integrated Video Conferencing System

An integrated video conferencing system creates a digital environment that allows participants to communicate by ensuring high-quality video and audio connections.

Integrated video conferencing systems are commonly used by groups.

It also necessitates a setup similar to a telepresence system, which includes a camera, display, and peripheral video. It affects all hardware and codecs.

It is difficult to change the location of the setup between rooms because it has the equipment. This is ideal for classrooms and conference rooms.



Desktop Video Conferencing System

The desktop video conferencing system is one of the most popular video conferencing systems.

It Is Typically Used For Personal Meetings As Well As Quick Office Meetings.

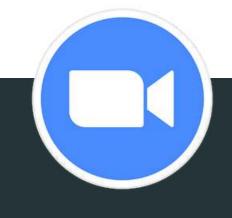
It is the fundamental traditional video conferencing system.

A desktop computer contains all of the hardware and software required for video conferencing.

It does not require a meeting room outfitted with monitors and video cameras.



# Video Collaboration Platforms



## **ZOOM ROOMS**

Zoom One brings together team chat, phone, whiteboard, meetings, and more in one offering. Purpose-built to work together, Zoom One provides an intuitive user experience, simplifies management, and delivers the communications flexibility that powers the modern workforce.

I.Zoom Meetings
 Zoom Team Chat
 Zoom Phone
 Zoom Whiteboard



## **MICROSOFT TEAMS ROOMS**

Microsoft Teams is an enterprise-grade messaging application that is a collaboration hub for teams.

Create new teams to manage projects, and use Microsoft Teams to send messages, make calls and video conference with co-workers. Get real-time updates to keep everyone on task throughout the day.





# **GOOGLE MEET**

Securely connect, collaborate and celebrate from anywhere. With Google Meet, everyone can safely create and join high-quality video meetings for groups of up to 250 people

# CISCO With Cisc can unify

With Cisco Voice and Unified Communications, you can unify all your voice, video, data, and mobile applications for interactive collaboration.



## WEBEX

Webex Calling is a proven cloud calling solution that delivers enterprise-grade calling enabling you to replace your PBX network with a globally trusted cloud solution.

It easily extends to a complete collaboration experience, that includes market leading calling, meetings, messaging, contact center and integrated devices when you're at the office, at home, or anywhere between.



# What are Native and Non-Native Solutions. Why is it important in a Video Collaboration systems?

Video conferencing is a live audio-visual connection between two or more remote parties over the internet that simulates a face-to-face meeting in real-time.

In the business world, desktop video conferencing is a core component of Unified communications platforms that also include calling and messaging capabilities.

Standalone on-premises and cloud-based video conferencing platforms are also available from numerous vendors who support desktop and room-based Video conferencing solutions with the ability to embed them into business applications, such as Telehealth, customer service and distance learning, etc.

The Primary difference between a Native and a Non Native system is the user experience. Post Work from home and Back to office systems imply that the end users wants a user interface (IPAD, OEM's touch panel, etc..) to have the same familiar look and feel that they are dialing/ joining directly from their laptop.

Native user experiences also allow for a seamless connections to users within the enterprises in terms of a active directory integration as well. These native integration have to be certified by the certified solution provides (Microsoft Team, Zooms, etc...) as a part of being through the ecosystem. Though more expensive, native systems offer a more seamless experience to the management.

Non Native systems can be simply a Video collaboration bar in a room with a PC behind the display, essentially the PC is a desktop/ user laptop that allow content sharing as well as dialing/joining into the enterprise (As the main UC Engine). Non-native applications are easy to deploy, lower cost to maintenance as well.



# Differences between Native and Non-Native Solutions

#### Hard Codec Running Native UC Platform Modes

UC hardware often runs in "Native Mode," meaning that the built-in Windows/Mac or Android computer is running a single UC Platform application such as Microsoft Teams or Zoom.

The system is "locked in" to that platform. This is a great option if your business is already using a soft client version on employees' laptops, as you essentially just extend this experience to the meeting room.

Employees can then make a Zoom call from their laptops, or a Zoom call from a conference room's dedicated "Native" platform.

They are already familiar with the UI and so the transition to a hardware version feels seamless.

#### Soft codec Running Native UC Platform Modes

Soft codec systems are more commonly known as cloud or web-based video conferencing software.

They're "soft" as they don't need codec hardware to work, and "codec" refers to devices or programs that compress and decompress data.

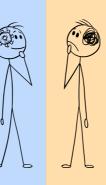
It just needs a USB peripheral device such as USB camera, USB microphone and thin client PC in which all the software platforms can be loaded and they can initiate the call using wireless keyboard and mouse.

#### Benefits of soft codec systems:

Good for businesses on a budget: Soft codec systems are great options for businesses that don't have a lot of money to spend on a video conferencing solution. Many soft codec systems even offer free video conferencing tools and features.

Ease of use: Using soft codecs is as simple as downloading the software to your device. There's not much of a learning curve when using these products for the first few times.

# **Native Applications**





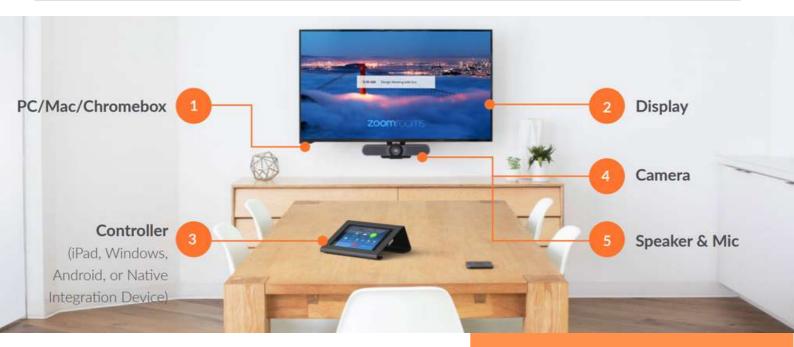
Web Applications

- PROS • Discrete app rather than a Generally faster to develop browser tab No software for user to • Full access to native OS & Download/Install resources • Universally accessible on • Consistent performance different devices across operating system **CONS** • Requires development • Can be inadvertently closed as knowledge for supported a browser tab operating system • Browser incompatibility lower Development process can take degree of control longer **IDEAL USES** • Power or frequent users Occasional users Performance sensitive Convenience is more important applications than quality • Video quality is critical Shorts Calls •
  - More than 2 participants

• Two way call



# Unified Communication & Collaboration Tools for Native Interface



#### Zoom Rooms

Zoom Rooms, the Modern Hybrid workspaces for Teams, brings HD video collaboration into any space in the office, the classroom, or at home - and allows inperson and remote participants to interact in real-time.

Zoom Rooms are the conference room experience you've always wanted, making it simple to start a meeting, book a room, and share content.

Bring high-quality video, audio, and web conferencing to any sized room or workspace.

Advanced features like Zoom Kiosks (virtual receptionist), voice commands & room controls on your mobile device.

Enabling the hybrid workforce with features like Smart Gallery and Workspace Reservation.

Google, Office 365 & Exchange calendar integrations support room booking, room status, upcoming meetings list, and more

- Workspace Reservation
- Wireless sharing with proximity detection
- Scheduling Displays
- Digital Signage
- Zoom Rooms for Touch
- One easy-to-use

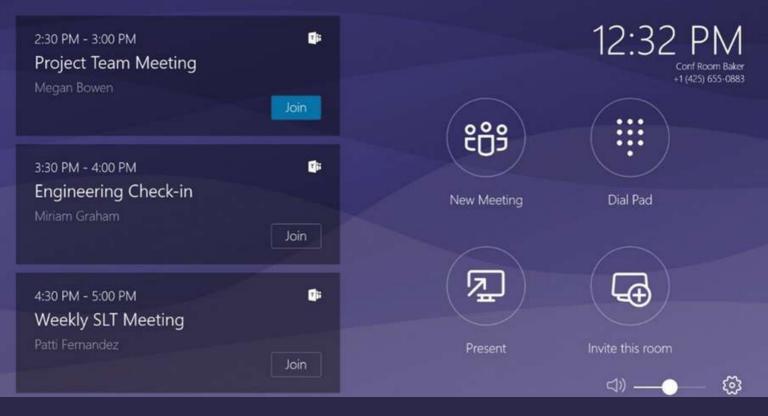
communication platform

• Smart collaboration tools to

keep projects moving

• Work from anywhere





#### Microsoft Teams

Microsoft Teams is an enterprise-ready unified communications (UC) platform.

Teams connects people everywhere, on Windows MAC and other operating systems including mobile devices, as part of their everyday productivity experience.

Microsoft Teams provides a consistent, single client experience for presence, instant messaging, voice, video and a great meeting experience.

Microsoft Teams goes beyond communication. Easily find, share and edit files in real-time using apps like Word, PowerPoint and Excel inside Teams.

#### • Chat

Share your opinion and your personality. Send gifs, stickers and emojis in a group chat or in one-to-one messages.

#### • Meet

Microsoft Teams offers real-time video conferencing. Host online meetings from 1:1, teams and live events up to 10,000 people.

#### • Call

Make and receive calls with internal and external groups using Microsoft Teams Calling, Phone System, Calling Plan, or Direct Routing.

#### Collaborate

Store, share and edit files in real-time using apps like Word, PowerPoint and Excel in Microsoft Teams.

# **Microsoft Certified Devices**

# CAMERAS



# Logitech

MeetUp with microphone expansion

Super-wide field of view for small spaces.

# Logitech

Brio 4K Webcam

Ultra HD webcam for video conferencing, streaming and recording.





# Logitech

PTZ Pro 2

HD 1080p video camera with enhanced pan, tilt and zoom functions





# Logitech

Group with microphone expansion

Affordable video conferencing for mid to large-sized meeting rooms

# Logitech

Rally Camera

Premium PTZ Camera with ultra-HD imaging system andautomatic camera control



# Logitech

MeetUp

Super-wide field of view for small spaces.





# Logitech

C920e

Business webcam with a wide field of view and HD digital zoom

# **Poly Studio**

The USB Video bar built for small rooms and big ideas.





# Jabra

PanaCast

An intelligent 180 degree panoramic 4k capable plug-and-play video solution.

# **SPEAKERS**





# Jabra

Speak 510+ MS with Link 370

Engineered to be unplugged, connecting via USB or Bluetooth

# Jabra

Speak 710 MS

A professional portable speakerphone engineered for sound quality.





# Jabra

Speak 510 MS

Engineered to be unplugged, connecting via USB or Bluetooth

### **SPEAKERS**



## EPOS

Expand SP 30T (incl. dongle)

Enjoy instant, high-quality conferencing with a portable, wireless speakerphone for today's mobile workforce.

# Jabra

Speak 750



Engineered to power your meetings with seamless, premium audio



# Yealink

CP700

A portable speakerphone, ideal for personal use, private spaces and on the go

# Deskstop Combo Pairs (Microphone+speaker)



### Poly

Sync 40

USB & Bluetooth smart speakerphone for flexible, small, focus and huddle work spaces.

## Poly

Sync 20



A personal, USB and Bluetooth smart speakerphone.



# Microsoft

Modern USB-C Speaker

Wherever you work, add reliable, highquality audio to you laptop space for better Teams meetings, clear, reliable calls, and great sound for music.

# **Room system accessories**



### Shure

Micro flex Advance MCA910 + Intelli Mix P300

Enhanced conference audio with clear sound reproduction and intelligent mixing. Focus on the discussion with an inconspicuous microphone.

## Shure

Microflex Advance MXA310 + IntelliMix P300



Deliver natural voice quality and excellent speech intelligibility for conferencing applications.



#### Bose

ESI Ceiling audio solution

Clear the table for better collaboration with our complete conferencing system for integrated meeting rooms.

# Room system accessories



### Yamaha

YVC-1000 MS (Including 1 mic)

An intuitive and scalable wired microphone and speaker solution for accommodating meeting rooms with unique needs.

## Biamp

Tesira DSP and Sennheiser Team connect Ceiling 2

Communicate more freely and expand room configuration options without having to worry about the placement of the microphones and speakers.





# Sharp

#### PN- CD701

A Windows collaboration display enabling productive collaboration and better space utilization.

# **Room system accessories**



### QSC

Meeting room audio: in ceiling speakers

Expand your Teams audio experience into a variety of spaces with the scalable Q-SYS networked AV solution and Sennheiser ceiling microphone.

## QSC

**Directional Audio** 

Expand your Teams audio experience into AR space with Q-SYS networked AV solution featuring directional audio and Sennheiser ceiling microphones.





# Sharp

PN- CD701

A Windows collaboration display enabling productive collaboration and better space utilization.

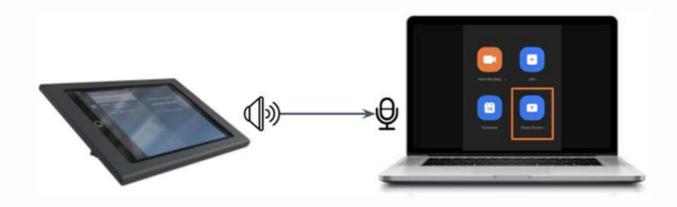


# Zoom Rooms enhanced features

#### Wireless Screen Sharing

Participants in Zoom Rooms can use one-click content sharing feature directly from the Zoom Desktop Client (macOS or Windows). Ultrasonic sound proximity detection enables the Zoom Room controller to generate an ultrasonic signal that can be detected by the Zoom Desktop Client.

- If the Zoom Desktop Client detects the signal in a Zoom Room, it automatically connects to the Zoom Room when the attendee clicks Share Screen.
- If proximity detection is not available, participants can activate direct sharing by entering a Sharing Key, which consists of a string of letters.



#### Using the new companion whiteboard in a Zoom Room

An additional Zoom rooms for touch device can be deployed in a regular zoom room for use as a companion whiteboard. This is useful for rooms with multiple screens that could benefit from having a touchscreen for interactive whiteboarding and annotating during a screenshare. A Zoom Rooms controller controls the Zoom rooms for touch device is used for whiteboard and screensharing only.



## **New & Enhanced Features**

#### • Meeting/webinar features

1.Support up to 25 custom languages for interpretation 2.Enhanced access to cloud recordings

#### • Meeting features

1. Broadcast mic audio to all breakout rooms-

#### • Webinar features

1. Support for multi-language and translated captions in Webinars

- Whiteboard features
- 1. Enhanced collaboration cursors
- 2. Additional shapes and enhanced shape creation
- 3. Dark mode support for Whiteboard Dashboard
- Chat features
- 1.External users notice when composing messages in chats 2.Profile card for meeting hosts
- Phone features
- 1. Desk phone call control setting enhancements
- 2. Restricted Calls/SMS hours and location
- 3. Location sharing for Windows clients



# **MICROSOFT TEAM ROOMS FEATURES**

Collaborate on content shared on screen-Collaborate real time on content shared by the presenter on screen. Anyone in the meeting can start adding text, sticky notes, reactions, or digital ink.

Easily set up and deliver webinars-Showcase your brand with a customized registration page and keep attendees informed with confirmation emails. Measure impact with attendee reports.

#### **Teams Rooms and devices**

- One-touch join
- Intelligent speakers
- Microsoft Whiteboard
- Room remote
- Integrated Teams buttons
- Security, privacy, compliance, and management
- App lifecycle and management
- Device management
- Granular controls via policies
- Teams Multi-Geo support
- Information protection

#### **Microsoft Teams Rooms components**

- Microsoft Teams Rooms includes the following key components to deliver a great user experience:
- Touchscreen console
- Compute module
- Microsoft Teams Rooms application
- Peripheral devices (camera, microphone, speaker)
- External screens (maximum of two)



# **Appliances for different types of rooms**

# Zoom Rooms Appliances for Huddle Room (2-7)



#### Logitech Rally Bar Appliance

All in One Video Bar for Midsize to large rooms

#### Neat Bar

A highly capable meeting system designed for bringing superior quality and video to your Zoom Rooms





#### Poly Studio X30 Video Bar

All in one Video bar with the Zoom Rooms experience built in for huddle rooms and smaller workspaces



# Zoom Rooms Appliances for Huddle Room (2-7)



## Logitech Rally Bar Mini Appliance

Logitech's most advanced all-in-one video bar for small to midsize meeting spaces

#### Neat Board

A complete Zoom-in-One 65 degree collaboration device that enable video, content sharing, annotations and whiteboarding





#### Yealink MeetingBar A20

All-in-one video collaboration bar with an AI-powered camera, ideal for huddle and smaller rooms



# Zoom Rooms Appliances for Huddle Room (2-7)



#### **DTEN ONboard**

Whiteboard, Workspace Reservation and Zoom Rooms Digital Signage

#### **DTEN ON**

All-in-one collaboration Zoom Rooms Appliance with 4K touch display





### Yealink MeetingBar A30

All-in-one video collaboration bar designed in a dual-camera system with an AI-Powered camera, ideal for medium space meetings.



# Zoom Rooms Appliances for Conference Room (7-19)



## Logitech Rally Bar Appliance

All-in-one Video Bar for Midsize to Large Rooms

### Poly Studio X50 Video Bar

All-in-one X50 Video Bar for small to medium sized rooms with the Zoom Rooms experience built in.





#### Poly Studio X70

A beautifully engineered video conferencing solution that combines razor-sharp 4K video with boardroomfiling stereo sound



# Zoom Rooms Appliances for Conference Room (7-19)



#### Poly G7500

A modular video conferencing room solution with Zoom Rooms built in - ideal for medium and large conference rooms

#### Neat Bar Pro

A powerful video collaboration device for medium to large meeting spaces that can drive upto three monitors





#### Neat Board

A complete Zoom-in-One 65 degree collaboration device that enables video, content sharing, annotations and whiteboarding



# Zoom Rooms Appliances for Conference Room (7-19)



#### **DTEN ONboard**

Whiteboard, Workspace Reservation and Zoom Rooms Digital Signage

### Logitech Rally Plus Appliance

Premium Modular Video Conferencing for Large Rooms





### Yealink MeetingBar A30

All-in-one video collaboration bar designed in a dual-camera system with an AI-Powered camera, ideal for medium space meetings.



# Microsoft teams appliances for different types of rooms

# Microsoft Teams for Small Meeting Room



### Jabra

PanaCast 50 Room system

A simple complete meeting room solution engineered to bring hybrid teams together naturally

#### Poly

Studio small room kit for Teams Rooms

Poly Studio small room kit for Microsoft Teams Rooms.





### Poly

Studio small room kit for Teams Rooms

Poly Studio small room kit for Microsoft Teams Rooms.



# Microsoft Teams for Small Meeting Room



#### Neat Board

A complete meeting room package in a simple and elegant all-in-one device for small meeting rooms or huddle spaces

#### Neat Bar+ Pad

Quickly join and easily host Microsoft Teams meetings with Neat Bar for small sized rooms.





### Yamaha

ADECIA wired tabletop solution with AVer Camera and Lenovo Core + Controller On backorder

Simply initiate, control meetings, share content and collaborate with Yamaha ADECIA audio, Lenovo ThinkSmart Core, and AVer Cam520 Pro2.



# Microsoft Teams for Small Meeting Room



#### Poly

Studio small-medium room kit with Lenovo ThinkSmart Core

Intelligent camera framing and powerful audio with Poly Studio USB Camera for small to medium sized rooms.

#### Poly

Studio small-medium room kit with Dell Optiplex 7080 XE

Intelligent camera framing and powerful audio with Poly Studio USB Camera for small to medium sized rooms.





## Logitech

Rally Bar Mini small room system

Quickly Join and easily host Microsoft Teams Rooms meetings with a Logitech Rally Bar Mini collaboration bar and Tap touch controller for small rooms. Teams certification pending.



# Microsoft Teams Rooms Appliances for Mid-Size Meeting Room



### Jabra

PanaCast 50 Room System

A simple complete meeting room solution engineered to bring hybrid teams together naturally.

#### Neat Bar + Pad

Quickly join and easily host Microsoft Teams meetings with Neat Bar for small sized rooms.





### AudioCodes

RXV100 with RXVCam50L

Deliver the optimal collaboration experience for everyone in the meeting room with AudioCodes RXV100 and RXVCam50L.



# Microsoft Teams Rooms Appliances for Mid-Size Meeting Room



### Poly

Studio small-medium room kit with Lenovo ThinkSmart Core

Intelligent camera framing and powerful audio with Poly Studio USB camera for small to medium sized rooms.

### Poly

Studio small-medium room kit with Dell Optiplex 7080 XE

Intelligent camera framing and powerful audio with Poly Studio USB camera for small to medium sized rooms.





#### Lenovo

ThinkSmart Core full room kit

Modular collaboration solution designed for Teams meetings, featuring the ThinkSmart Core, ThinkSmart Cam and ThinkSmart Bar XL.



# Microsoft Teams Rooms Appliances for Mid-Size Meeting Room



### Logitech

Rally Bar medium room system

Quickly join and easily host Microsoft Teams Rooms meetings with a Logitech Rally Bar video bar and Tap touch controller for midsized rooms.

### Yealink

MVC640

Bring everything you need to interact, connect, and collaborate with internal and external users seamlessly and intelligently.





## Yealink

MVC840 for medium rooms

Bring everything you need to interact, connect, and collaborate with internal and external users seamlessly and intelligently.



### Microsoft Teams Rooms Appliances for Large Meeting Room



#### Yamaha

ADECIA wired tabletop solution with AVer Camera and Lenovo Core+ Controller

Simply initiate, control meetings, share content and collaborate with Yamaha ADECIA audio, Lenovo ThinkSmart Core, and AVer Cam520 Pro2.

#### Lenovo

ThinkSmart Core full room kit

Modular collaboration solution designed for Teams meetings, featuring the ThinkSmart Core, ThinkSmart Cam and ThinkSmart Bar XL





#### Lenovo

ThinkSmart Hub large room

One-touch meeting start for Microsoft Teams meetings. Collaborate in large sized rooms with ThinkSmart Cam, ThinkSmart Bar XL.



## Microsoft Teams Rooms Appliances for Large Meeting Room



#### Yealink

MVC840 for large rooms

Bring everything you need to interact, connect, and collaborate with internal and external users seamlessly and intelligently.

#### Crestron

Flex advanced large room conference system

A system for large spaces to quickly present, call, conference, and collaborate.





#### Crestron

Flex large room tabletop conference system

An advanced system for large rooms to quickly present, call, conference, and collaborate.



# Whiteboard Capturing Unit

## Digital whiteboard camera technology Kaptivo

Collaborate with remote team members with secure whiteboard/Interactive Display live sharing and video conference integrations.

1. Connect via Video Conference or Web Browser

- 2. Share Livestream of Whiteboard
- 3. Secure Whiteboard Image Capture
- 4. Save Snapshots and Track Changes



#### Kaptivo Cast

The Kaptivo Cast HDMI converter pairs with your Kaptivo to livestream vibrant, unobstructed whiteboard images to any HDMIcapable input including traditional video codecs, displays, projectors, or lecture capture systems. With the Kaptivo Cast, Kaptivo seamlessly integrates into meeting systems from all leading providers.





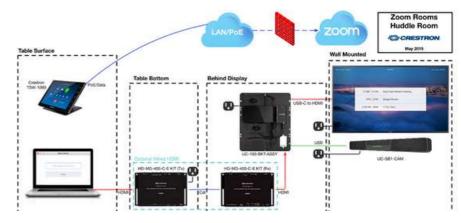
**Schematics** 

### Native zoom Logitech conference for 9-19 people



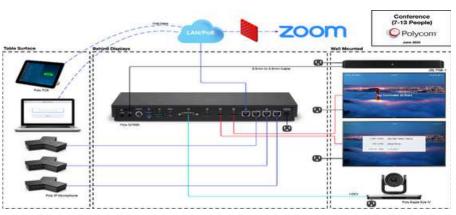
### <u>Crestron Huddle (2-7 people)</u>





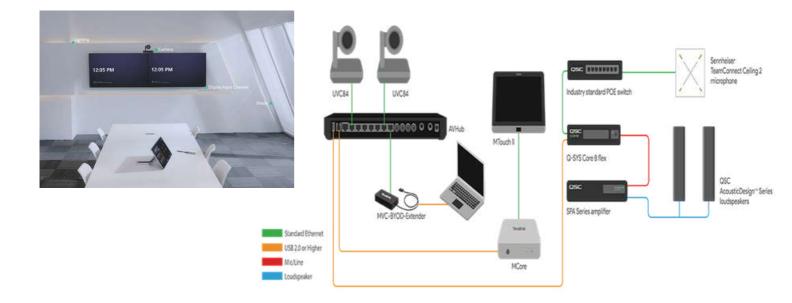
### Poly Conference G7500 (7-3 People)



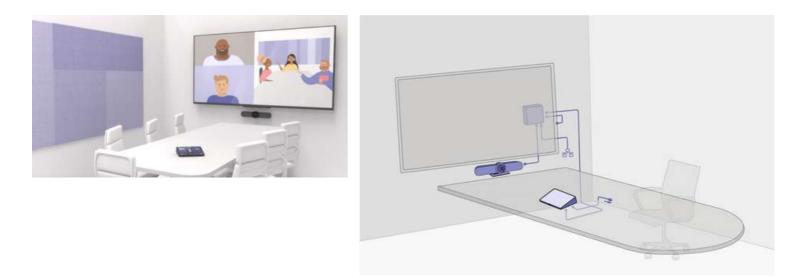




#### Microsoft Teams MVC 940 with QSC and Sennheiser Audio



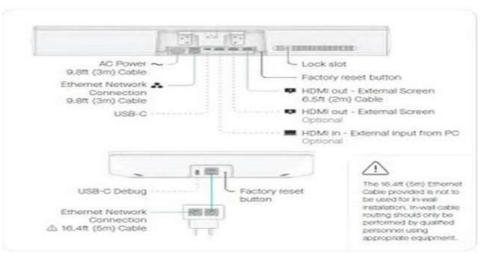
#### Tap Small Room system with Intel NUC



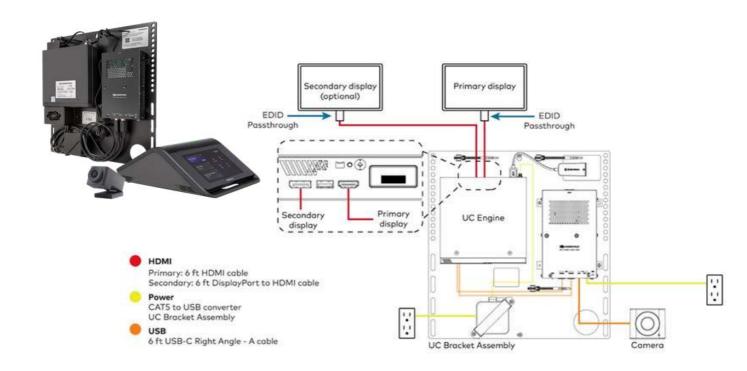


#### <u>Neat Bar + PAD</u>





#### Flex advanced medium room conferencing system





# **Quantum Leap Lite**





The Leap Lite for Conference Room with Mounting Bracket is a step forward in conference cameras.

It features the camera and a display bracket mount that enables mounting your camera to the top or bottom of most display screens and monitors.

The lens of the leap lite with a 110-degree field of view that is suitable for most meeting or conference rooms.

No drivers are required to work on Linux, Windows, Android etc., the leap lite is also compatible with virtually all collaborative software platforms.

And it connects your computer via USB, which makes it a simple plugand-play video conference solution.



# Quantum 4k PTZ camera with **Condor Microphone**





Quantum 4k Camera Condor Beamforming Microphone

The advantages of Quantum camera is they provide stable product quality, 4k PTZ Camera from Value HD is the most cost-effective solution to provide effective communication.

With video in 4K Ultra HD and 82 degrees wide-angle lens, you can enjoy a superior resolution for all of your video conferences.

The 12X Optical Zoom is smooth and rapid and it delivers close-ups with superior resolution.

With its patented 4K ISP solution, the lens of this PTZ camera can be controlled from a remote location.

The software (Skype for business, Microsoft teams etc.) will be loaded in the thin client PC. Display to be used to show Far end and Near end participants.

During this mode Phoenix beamforming microphone with hemispheric pickfor audio pick up and up pattern in the room will get activated reinforcement of far end audio shall be done via ceiling speakers.

The Phoenix Microphone is created with the vision of a clutter free conference table, the Condor sits above or below your monitor and with a pick-up range of up to 30 ft almost any conference room can use the Condor.



Enterprises today face a range of options, and we feel the top five takeaways are as follows:

- Understand your vision for the Unified Collaboration rollout for your enterprise well in advance. (Spend time planning.)
- Do trial runs with different manufacturers and end users to understand what works and what doesn't across a range of budgets.
- Deploy in small batches.
- Understand the long-term value of the system as well as the compatibility with other systems that may come along the way that we may feel are going to be more software-driven.
- Collect and analyze data around usage patterns using room schedulers, sensors on clouds, and analytics platforms to assist in improving the user experience as well as assisting with remote asset management and remote deployments.