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BRINGING INTERACTIVITY TO YOUR HYBRID MEETING SPACE

2022 REPORT

Contents

Meeting the needs of the hybrid workforce

While many companies are at a crossroads when it comes to navigating their post-covid-19 workplace strategy, they do agree on one thing: technology will play a greater role in our everyday working lives. Technology that enables employees to collaborate effectively is in demand, regardless of vertical or company size.

Despite their limitations, remote meetings have provided participants with increased feelings of inclusion and meeting equity. As we now move to a hybrid environment, with remote and in-person participants collaborating simultaneously, we need to rethink how these meeting spaces look so that these benefits are not lost.

Indeed, those wanting to move from a good hybrid-meeting experience to a great one can do so with the right investment in technology. This whitepaper focuses on the use-cases and benefits of investing in collaboration displays.

So, before we begin, what is a collaboration display?

A collaboration display is an interactive display that is often combined with a compute and collaboration software. The best solutions have been purpose-built to make the exchange of ideas simple.
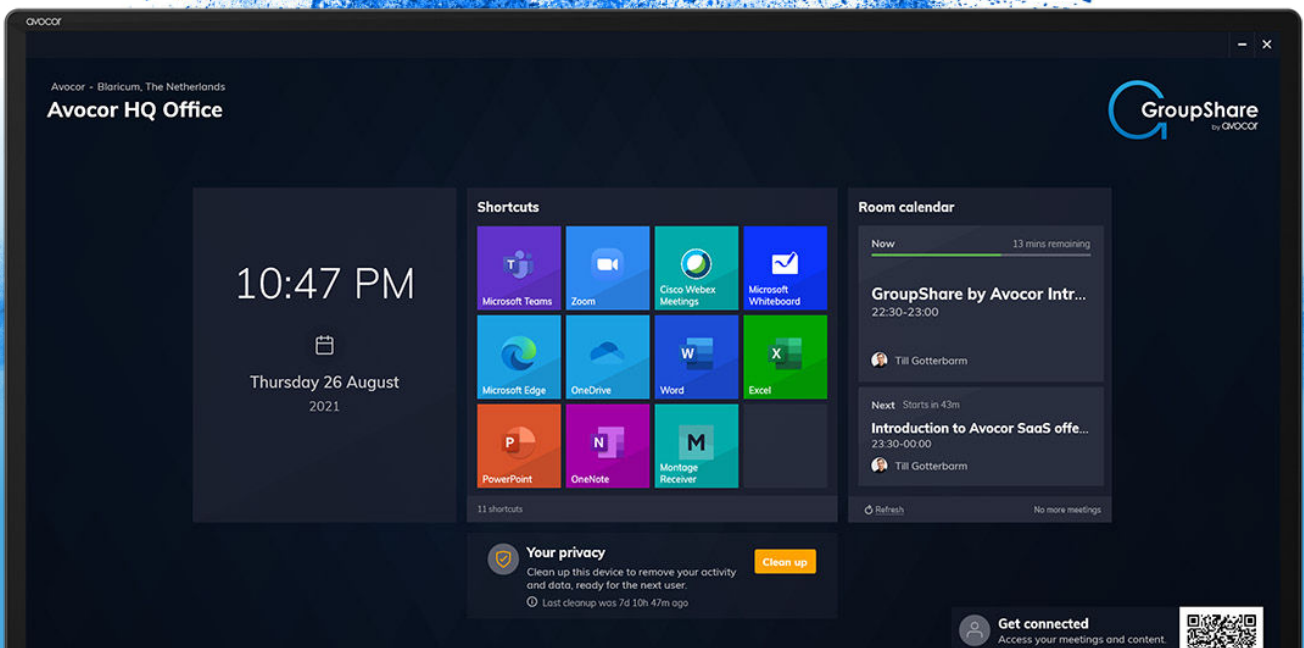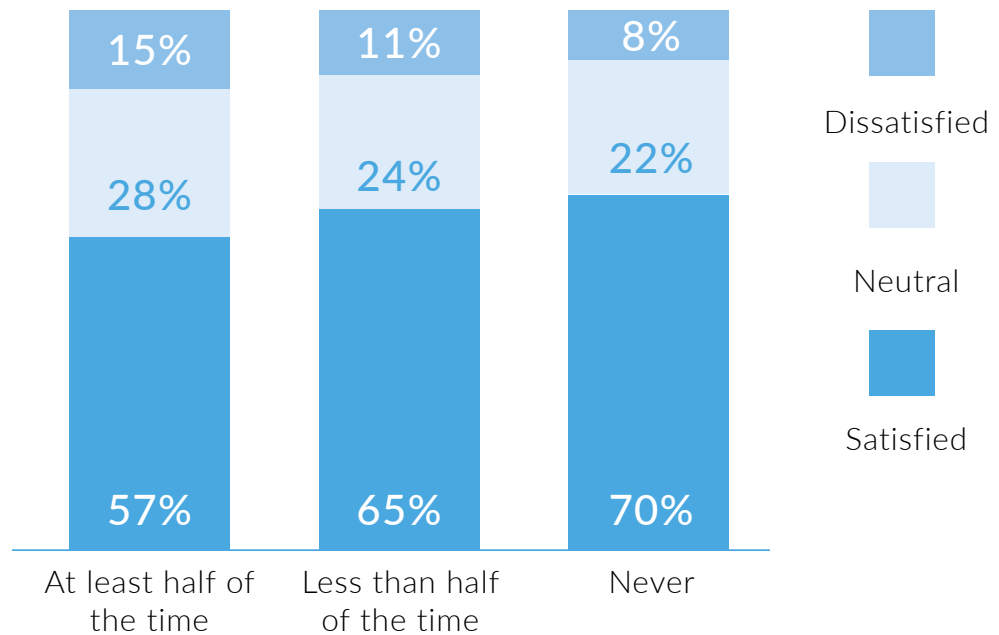
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Hybrid working pain points

A recent Avocor survey found several challenges with hybrid working

- Poor **REMOTE USER EXPERIENCE** – Inability to hear, see and minimal contribution means they are not able to truly collaborate.

- **Poor IN-PERSON EXPERIENCE** due to inadequate in-meeting room technology

- Takes **TOO LONG TO START MEETINGS** (12 mins., on avg.) as meeting room video apps and hardware technology are unfamiliar and hard to use.

- Hard to **SHARE CONTENT** during and after meetings

- Collaboration software doesn't support **SAVING OR SHARING CONTENT,** including the notes and annotations that came from the meeting.

55%
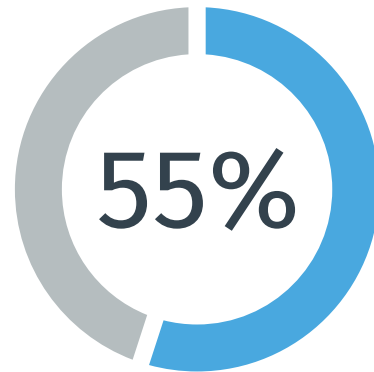
Only 55% feel equipped with the necessary hardware for hybrid working

How often do you experience technical issues when having a hybrid meeting?

At least half of the time	Less than half of the time	Never	
15%	11%	8%	Dissatisfied
28%	24%	22%	Neutral
57%	65%	70%	Satisfied

People that experience less issues or challenges during hybrid meetings tend to have a higher job satisfaction. *Barco, 2020*

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The steps we need to take to adopt successful hybrid working patterns

- Attendees need interactive hardware and software at every endpoint, including the desktop, to achieve meeting equity - where everyone can see, hear and participate seamlessly as if they were in the same room.

- Attendees don't want to juggle among different applications to start a meeting as software, hardware and tablet/tabletop controls should be designed and enabled to work as a simple and effective solution.

- People want to share documents, emails, annotations, whiteboard and messages seamlessly during and after meetings.

- With more meetings happening now than ever before, it's never been more important to make the process simple and productive.

"We are in a new phase of work, hybrid working is no longer a phenomenon - it's a reality. What we have seen from our customers is the need for tools that provide meeting equity and that accelerate meeting productivity. For us to deliver great hybrid meetings, both the hardware and software must work together." *Dana Corey, Avocor SVP*

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A framework for choosing the right collaboration display for your meeting space

So, how do you and your colleagues tend to meet today? And what do want to get out of those meetings?

If we can answer these questions, we will better understand how people want to engage with each other during meetings and identify the technology needed to adequately meet these needs.

Commercial real estate is more flexible than ever. Over the last few years, we have seen companies reducing desk space from as much as 60% to 20% to create more room for social and co-working areas. The biggest factor in determining the size of space has is the screen size. There are guidelines for this, but suffice to say the bigger the space, the bigger the screen.

To help you create the best possible meeting experience we have identified three types of meeting priorities.

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Aligning meeting spaces with employee priorities

Employee meeting Experience

Consume

Create
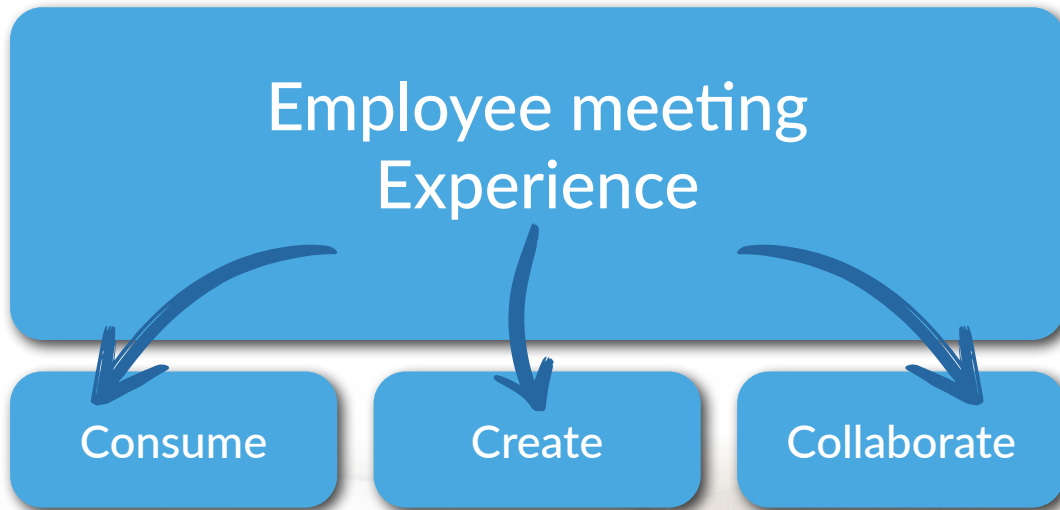
Collaborate

By understanding each meeting room priority, you can make an informed decision on which collaboration display is right for you.

We start with those wanting to consume content...

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Priority 1: consuming content

Using video platforms such as Teams, Zoom or Meet, users CONSUME video, normally through a grid view approach.

If the main goal of the room is primarily to consume content, with the addition of simple annotations on say a spreadsheet or presentation then there are a lot of displays that will meet this need. A collaboration display using infra-red technology may be a suitable and cost-effective option.

Such a room set-up is ideal for facilitating a one-to-many meeting scenario, where one host presents and everyone joining simply consumes the content: like a company update.

Choosing a collaboration display for a meeting room where the primary goal is to consume, should focus on three things:

1) Video endpoint
Does your company use one, two or more video endpoints? Look for a collaboration display and software that makes it easy to join the platforms that are relevant to you.

2) Ease of use
The display and software experience should work for you. Little to no training should be needed. A bad user experience is like a bad joke, if it must be explained then it's not good! Depending on the display and software chosen, you can expect to be able to customise your launch screen, including naming conventions and choice of apps.

3) IR touch technology
For simple annotations, infra-red technology will likely meet your interactive needs. It's lacking the punch of their InGlass^{TM} neighbours, but they are more affordable as a result.

In a recent webinar, less than a third of attendees suggested consuming content was their meeting priority.

EMEA
20.25%

US
16.6%

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Priority 2: Create

Those looking to create content should look for a more feature rich collaboration display. Productivity tools and applications on the collaboration displays can enable users in any vertical or function to CREATE or modify content in real-time.

The hardware for this category is fundamentally different and so requires a higher level of investment. More advanced computing and touch technology, including differences in both glass and inking, lead to an improved writing experience and all-around performance.

Choosing a collaboration display for a meeting room where the primary goal is to create content, should focus on three things:

1) Consider the size of your space

| 1.Home office environments | 2.Spontaneous environments | 3.Meeting environments |

The size of the space and number of in-person users will dictate what size of collaboration display or display(s) you may want to deploy.

On larger displays, you should look for up to 20 touchpoints, which means four users can write simultaneously on the display at any one time. Of course, there is no limit to the number of participants adding their ideas remotely.

Consider adding a companion board for the largest of rooms. The distance between in-room teammates and remote teammates can feel vast. A second screen experience separates the meeting participants from the whiteboarding. No more having your back to the audience, missing the raised hands of remote participants or bad in-person seats at the table. The development of Google's companion mode and Microsoft front row only points to the popularity of this set-up.
Exec home offices with 27"-55" collaboration displays have grown in popularity since the

pandemic. With a stylus and pre-configured video endpoint, it's never been simpler to join and create content remotely. Some offer USB-C charging options too for a tidier set-up.

2) Consider the applications you will be running
Who will be using the display? If you are a group of engineers, scientists or architects touch-technology accuracy and system performance become ever more important.
Choosing the right touch technology here is crucial. InGlass™ is up to five times more responsive than other touchscreen technologies, meaning there will be no more waiting for the ink to catch up! Also, consider using a stylus for accurate inking.

3) Standardisation
Standardisation is the process of creating a more uniform and consistent IT environment by limiting the number of systems, devices, applications, and configurations. It is key to streamlining IT operations and reducing security risks. When it comes to collaboration displays, consider the operating system. Is it android based, or will you be using a NUC, mini-PC or OPS to conform with your IT policies? An OPS is a smaller form factor which cuts back on additional cabling. It also ensures that your display will run at the recommended 4K resolution and 60hz refresh rate.

You may also want to look for a display that offers remote management capabilities. Managing and monitoring up-time from a single pane of glass can bring huge advantages and cost savings. It is now possible to measure environmental data such as room temperature and ambient light, enabling real-time adjustments and future room planning.

In a recent webinar, we asked attendees if creating was their primary meeting priority. 16.6% said yes.

US
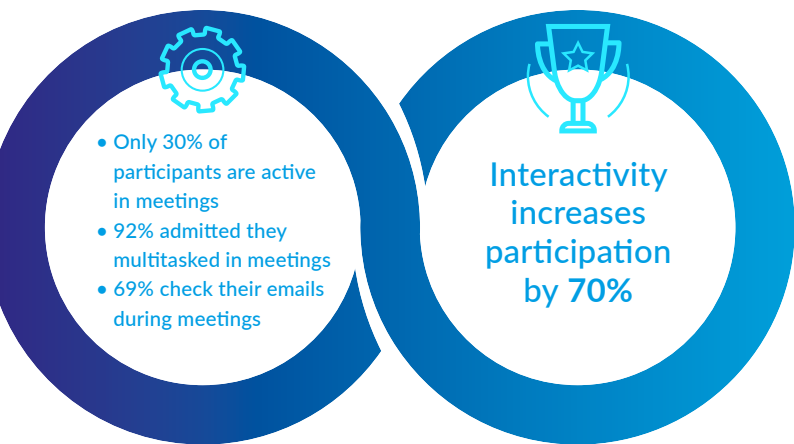**16.8%**

EMEA
11%

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Priority 3: Collaborate

Arguably collaboration is the priority that is most associated with interactive displays.

We use video platforms such as Teams, Zoom or Meet and the tools within these applications to collaborate over video and in-person, brainstorming together on topics or issues to achieve a productive outcome.

Every design choice for these displays is made with a seamless collaboration experience in mind. A high number of touchpoints for in-room participants, software that is inclusive of remote participants, and even built-in cameras and soundbars for an all-in-one experience.

Interactivity and collaboration have long been a winning combination. Studies have shown a direct correlation between interactivity and improvements in meeting productivity and participation.

- Only 30% of participants are active in meetings
- 92% admitted they multitasked in meetings
- 69% check their emails during meetings

Interactivity increases participation by 70%

Qian ZU, Shyam Sundar, Interactivity and memory, 10-2016

Choosing a collaboration display for a meeting space where the primary goal is to collaborate, should focus on three things:

1) The user experience
Choosing the right collaboration display to match your preferred video platform and collaboration software preferences is a good starting point to helping remote participants establish a genuine presence in the room. In-room participants can retain their identity in the meeting and ultimately all meeting participants can engage in active collaboration.

If you are new to collaboration software outside of video platforms, look for a display product that partners with market leading software in this field. Collaboration displays that have been developed alongside software guarantee the best possible user experience for your meeting participants.

2) Connectivity
People like to share content from all kinds of personal devices. As we moved from BYOD (bring your own device) to BYOM (bring your own meeting) participants want meeting room set-ups in which they can drive the in-room AV using their own devices. Whether that be a phone or a laptop. Look for a display that can facilitate your preferred devices, including USB-C connectivity and wireless collaboration options.

3) All-in-one solutions
For smaller rooms, breakout areas and huddle spaces consider an all-in-one solution. This would include a conferencing camera, conferencing audio and an interactive display. Also consider adding a compute on the display so that participants can access their favourite applications without the need for a personal device.

As a standalone solution, these displays often offer productivity tools and can bring interactive meetings to life with a single touch or cable. As well as being very intuitive to use, they are cost-effective to deploy.

In a recent webinar, we asked attendees if collaborating was their primary meeting priority.

EMEA
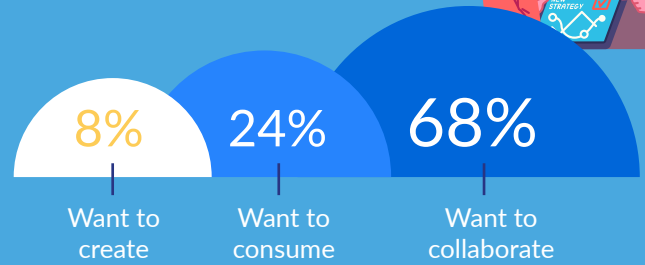**68.75%**

US
66.6%

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The power of interactivity

Retaining information and solving complex questions

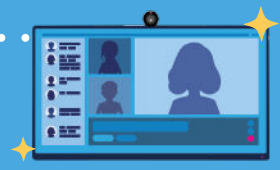An increased level of interactivity improves overall cognitive information processing

Up to 75% increase in recognition and recall when using interactivity in presentations

Qian ZU, Shyam Sundar, Interactivity and memory, 2016

What employees want from meetings

8% Want to create

24% Want to consume

68% Want to collaborate

Improving Productivity
Mindmapping software blog survey 2017

92% distill information and reach clarity faster

83% share their ideas with greater clarity and impact

81% manage projects more efficiently

67% identify the root causes of business problems

Interactive displays are everywhere

The interactive displays market accumulated over 15 million global sales during the period of 2010 to 2020, and continues to exhibit both volume and value growth.

Futuresource, 2021

Hybrid working models have created the need to upgrade conference room technology to better support remote and in-person participants collaboration.

87% of executives expect to change their real estate strategy with focus on collaboration tools and remote-hybrid work environments
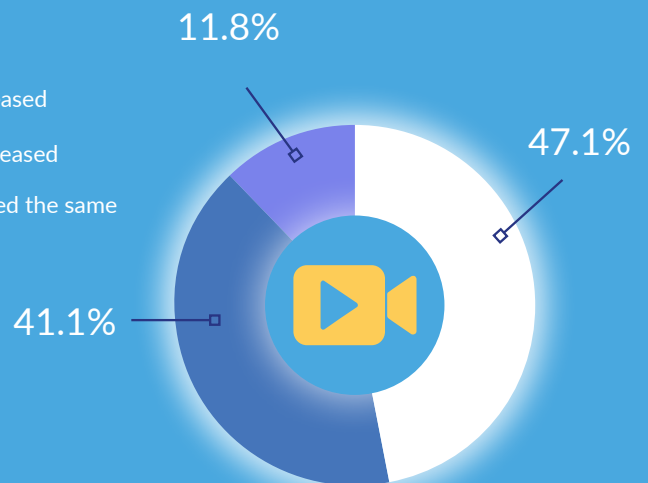
70% of companies plan to increase investment in video conferencing and collaboration solutions in 2022

75% of meeting room digital transform spent in 2022 will be on hardware

- Increased **11.8%**
- Decreased **47.1%**
- Stayed the same **41.1%**

40% increased time on video calls while in the office by over 4-hours
Avocor survey, 2022

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