About Kramer

Kramer audio-visual experiences power creativity, collaboration, and engagement. From AVSM to advanced cloud-based communication, collaboration and control solutions, Kramer creates audio-visual experiences that are more engaging, more inclusive and more connected than ever before. Headquartered in the heart of the Startup Nation - Tel Aviv, Israel, with locations around the world, Kramer's audio-visual experts are designing the future of engagement technology. Physical and digital boundaries have blurred. But no matter how hybrid our world becomes, our desire for real, human connection will never cease. Kramer's intuitive, seamless technology breaks down walls, bridges gaps, and makes people feel closer together even when they're far apart.

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Building a connected workforce

The extended guide to Communication and Collaboration solutions for hybrid meetings

Introduction

In the wake of a transformative shift in workplace dynamics, the importance of advanced audio-visual technologies has never been more pronounced. The COVID-19 pandemic has caused a transition to remote work and has reshaped our approach to collaboration, bringing to the forefront the need for immersive, inclusive meeting experiences that cater equally to remote and in-office employees. This transition underscores the critical role of audio-visual solutions in creating seamless interaction environments, enabling teams to unleash their full potential regardless of their physical location.

Following this transition, modern communication and collaboration solutions become crucial in overcoming the physical gap, ensuring that both remote participants and those in the meeting room are part of a unified conversation. These technologies prioritize user-friendly interfaces, superior audio and video quality, and seamless content sharing, significantly boosting team collaboration effectiveness. Enterprises and organizations must embrace a hybrid, collaborative strategy for meeting rooms, and make sure to cater to both in-office and remote participants with ease of operation.

In the chapters to follow in this eBook, we will traverse through the three different hybrid meeting room approaches, explain the benefits of the **Bring Your Own Device (BYOD), Dedicated Room PCs** and **Platform-based meeting** solutions, view the future of audio-visual and IT integration in enterprises, elaborate on how to choose the best approach for your needs, and navigate through Kramer's BYOD and Microsoft Teams Room solutions.

The 3 meeting room approaches: An overview

There are three approaches to building a room that can host hybrid meetings; the main difference between them is the location of the Unified Communication (UC) software. In this chapter, we explain each of these approaches and list their pros and cons:

- **Bring Your Own Device (BYOD)** – The UC software runs on the personal laptop that users bring into the meeting room.

- **Dedicated room PCs** – the UC software is installed on a PC that is fixed in the room.

- **Platform-based meeting** – The UC software is installed on a dedicated platform, such as MTR or Zoom, with a special device fixed in the meeting room.

Bring Your Own Device (BYOD) Rooms:

The BYOD approach allows users to bring their personal devices, mainly laptops, to meetings, and connect them to room-based video conferencing technology—including cameras, microphones, speakers, and displays. This practice enables them to participate in video conferences or presentations using their own laptop.

Pros	Cons
Flexibility & convenience: Users drive the meeting from a familiar personal laptop, with easy access to content sharing.	**Individual responsibility:** Participants need to manage their own connections, using HDMI, adapter, and/or USB, thus experience depends on the user's know-how.
Cost savings: Saves on additional hardware costs by utilizing personal devices, avoiding subscription fees, and focusing spending on room peripherals.	**Compatibility:** This may require driver installation and resolving specific settings for each and all personal laptops that drive a meeting, which requires IT responsiveness.
Agility & mobility: Supports flexible work models, and allows work and collaboration from any location.	**Setup delays:** Meetings may start late due to user challenges and complex setup processes.
Environmental benefits: Lessens environmental impact by reducing the need for additional room devices and associated waste.	**Peripheral Connectivity:** Not all peripherals may work or are identified and automatically configured by the UC software in a BYOD scenario.
Fast and easy: Easy to access the meeting invite and start meetings, as access to the user's calendar is trivial.	

Dedicated Room PCs:

According to this approach, meeting rooms are equipped with a dedicated Room PC, mainly intended for video conferencing. The room's computer is connected to essential peripherals, including a display, camera, microphones, and speakers, and comes with all necessary drivers pre-installed.

Pros	Cons
Streamlined setup: All necessary peripherals are pre-connected and pre-configured, ensuring a ready-to-use system with minimal setup time.	**Login delays:** Users connect to a non-familiar environment, where user-experience may vary between rooms.
Reliability: With dedicated equipment and software, the system is optimized for video conferencing, leading to potentially fewer in-use failures.	**Navigation challenges:** Finding the correct application for meeting starts or system login can be difficult.
Uniform experience: Offers a consistent user interface and experience across all meeting rooms, reducing confusion and training needs.	**Content access & security risk:** Required access to all company folders exposes sensitive information to all users.
Centralized management: Easier for IT to manage and update a single, dedicated system than multiple, disparate devices.	**Meeting invite access:** Retrieving meeting invites is challenging as the PC is not personally assigned.
	Operational knowledge: Users must understand how to operate the room's technology, potentially causing delays.

Platform-based meeting (MTR, Zoom Room, etc)

Platform-based meetings approach refers to meeting sessions that are facilitated by dedicated software with room-specific setups, such as Microsoft Teams Rooms, Zoom, Cisco, Google Meet, and others. These specialized configurations enhance the functionality of the meeting space, making video conferencing more integrated and seamless.

Pros	Cons
Enhanced audio-video quality: Dedicated certified hardware ensures high-quality video and audio, making communication clearer and more effective. Additional background cloud-based services enhance the user-experience.	**Initial cost:** The upfront cost of purchasing and installing platform-based meeting equipment is similar to a Dedicated PC but usually somewhat higher than BYOD. Also, the monthly subscription cost for each room should be considered.
Reliability: Platform-based meeting setups are professionally designed to be reliable and minimize technical issues during meetings.	**Maintenance & updates:** Software updates may be necessary from time to time, to ensure the system continues to run smoothly.
Ease-of-use & consistent experience: One-touch start options and simplified controls make it easy for participants to join and conduct meetings. All room interfaces are identical, requiring users to learn only one system.	**Dependence on IT:** Setting up and troubleshooting issues often requires a certain level of IT support.
Scalability: Systems can be designed to suit different room sizes and needs, from small huddle rooms to large boardrooms, while maintaining a consistent experience.	
Security: Enhanced security features are often part of platform-based meeting setups, protecting sensitive business communications.	
Collaboration features: Advanced collaboration tools, such as digital whiteboards and content sharing, are readily available.	

Emerging trends and future directions

As seen above, the Bring Your Own Device (BYOD) approach, dedicated PC setups, and the platform-based hybrid meeting room designs strike a balance between flexibility and accessibility, catering to diverse organizational needs and preferences. In this chapter, we explore the emerging trends and future directions of these designs, with a particular emphasis on the BYOD (Bring Your Own Device) strategy and the platform-based meeting approach. Within the latter, we focus on MTR (Microsoft Teams Rooms) as a leading solution embodying this approach.

In general, the BYOD (Bring Your Own Device) market has demonstrated remarkable strength and potential in recent years. As of 2022, the global market valuation impressively exceeded $400 million, and projections indicate substantial market expansion, with expectations to double its size by 2028.[1] Such a significant increase underscores the rapidly growing adoption and integration of BYOD policies across businesses worldwide, reflecting a shift towards more flexible and technology-driven work environments.

The shift in work patterns towards in-person collaboration underlines the importance of small meeting rooms, which are increasingly equipped to support the BYOD model due to its suitability for spaces without complex room control systems.

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1   "Bring-your-own-Device (BYOD) Market Insights [2023-2030] |The Definitive Industry Guide", Market Reports World, October 2023

For larger meeting spaces, the investment outlook is slightly different, with 62% of individuals expecting to invest, though this is lower compared to the interest in smaller rooms. The focus for larger rooms includes adopting the BYOD model and upgrading essential equipment like video conferencing and wireless presentation systems.

It is interesting to note that generally, medium and large rooms are the primary targets for room systems from Microsoft Teams and Zoom. However, there is also potential for Bring Your Own Device (BYOD) models of video conferencing in these spaces, particularly when they are paired with wireless conferencing devices.[2]

True to 2023, Microsoft Teams is by far the most popular video conference service in the US. In addition, the global presence of Microsoft Teams Rooms has reached a significant milestone with one million active installations, demonstrating robust growth with an additional 500K rooms being added just last year (2023). This expansion is underscored by Microsoft's commitment to the platform, as noted by Ilya Bukshteyn, Microsoft's VP for Teams Calling and Devices. During a Fireside chat with Tom Arbuthnot at the end of 2023, Bukshteyn revealed that Microsoft is consistently adding thousands of monthly active Teams Rooms each day, with an even split between Windows-based and Android platforms.[3]

The adoption of Microsoft Teams Rooms among America's largest corporations is particularly noteworthy, with over 70% of the Fortune 500 companies utilizing the platform by the fourth quarter of 2023.

This significant uptake among major companies underscores the strategic importance of Microsoft Teams and its professional MTR in facilitating effective communication and collaboration in the corporate sector, pointing towards a continued trajectory of growth and integration into business operations on a large scale.[4]

2   "Understanding Enterprise AV decision-maker perspectives USA", Futuresource Consulting, Alistair Johnston, May 2023

3   "Understanding Enterprise AV decision-maker perspectives USA", Futuresource Consulting, Alistair Johnston, May 2023; **tomtalks.blog**, December 7, 2023

4   "Microsoft Teams Rooms chosen by 70% of Fortune 500", AV Magazine, Guy Campos, July 26, 2023.

How to choose the best meeting room approach

Choosing the right meeting room approach is pivotal for fostering an effective and efficient workplace. Organizations need to consider solutions that offer both immediate benefits and long-term value, focusing on flexibility, user-experience, and integration capabilities. It is essential to select technologies that support seamless hybrid meetings, ensuring equal participation for all attendees.

Additionally, considering solutions that are easy to install and use, such as Kramer's intuitive meeting room setups, can significantly reduce the technical barriers to effective collaboration. Ultimately, the goal is to empower every meeting participant, enabling productive discussions free from technological concerns.

Kramer's communication and collaboration solutions for meeting rooms epitomize the future of workplace technology. From comprehensive BYOD options to MTR setups, Kramer offers a range of products designed to elevate the meeting experience. These solutions not only promise exceptional audio-visual quality but also ensure compatibility across different room sizes and meeting formats.

Whether it's through facilitating a standardized meeting environment or providing the convenience of connecting from personal devices, Kramer's technologies are at the forefront of enhancing corporate communication and collaboration. Additionally, the completeness of Kramer's solutions sets them apart; every component, from cameras and speakers to cables and switchers, is manufactured and rigorously tested to work harmoniously together. This holistic approach mitigates the risks associated with interoperability and the complexity of integration often encountered in mix-and-match scenarios, ensuring a seamless and efficient meeting experience.

Kramer's BYOD solutions:
Empowering personalized collaboration

Kramer's Bring Your Own Device (BYOD) solutions offer unparalleled audio-visual quality, flexibility, and simplicity across various meeting environments. From huddle rooms and small meeting rooms to expansive conference rooms, boardrooms, classrooms, and auditoriums, Kramer's BYOD solutions are designed to meet the diverse needs of modern workplaces. These solutions facilitate optimized collaboration, ensuring that every participant, whether in-room or joining remotely, can engage fully with clear visibility and audibility, thereby making hybrid collaboration effortlessly simple.

The deployment of Kramer's BYOD solutions is both quick and straightforward, integrating seamlessly with existing audio-visual signal management, wireless collaboration, and Control product lines to provide comprehensive in-room audio-visual connectivity and hybrid capabilities. These solutions are crafted to enhance meeting efficiency in huddle spaces, eliminate clutter, and promote productivity with intuitive, cable-free content sharing.

For small to large meeting rooms and boardrooms, Kramer's BYOD solutions offer seamless integration, user-friendly operation, and top-tier audio-visual experiences, incorporating effortless switching between USB-C, HDMI/USB, and wireless collaboration. This approach not only addresses the increase in meeting frequencies but also tackles the challenges of effective collaboration in today's dynamic workspace.

Read more

kramerav.com/feat-products/byod-solutions

Kramer's MTR solutions: Enhancing meeting efficiency

Certified for **Microsoft Teams**

Kramer delivers MTR-certified products designed to enhance meeting rooms and AV-enabled hybrid work environments. Through a partnership with AudioCodes, these solutions, certified for Microsoft Teams Rooms (MTR), are crafted to elevate communication across a variety of meeting spaces, meeting the needs of modern collaboration. Kramer's MTR solutions are designed with versatility in mind, encompassing a comprehensive range of components like video bars, cameras, compute units, and speakers. When connected to Kramer's DSPs, PTZ cameras, switches, extenders, and its efficient cable management, they ensure a seamless meeting room experience and easy, trouble-free installations. These solutions are fully tested to work harmoniously together, offering ready-made plans and schematics for the entire installation process. This significantly reduces adjustment times and labor costs for system integrators and IT departments.

Tailored for various settings from huddle rooms to large boardrooms, Kramer's MTR solutions are crafted for smooth, clutter-free collaboration, ensuring high-quality audio and video capabilities across all room sizes at a competitive price. The ease of booking, initiating meetings with a simple click, and sharing content wirelessly through the Teams platform highlights the user-friendly approach of these solutions, catering to both hybrid and non-hybrid meeting formats.

For small to medium-sized rooms, Kramer offers tailor-made MTR solutions that mirror the user-experience of larger settings, focusing on simplicity and sophistication without wired clutter. These setups prioritize functionality and ease, for straightforward booking and meeting initiation. The addition of room booking schedulers and table connectivity solutions enhances organization's productivity. In larger settings, Kramer's high-end solutions provide premium audio quality, diverse content sharing options, and integrated room control for a seamless and sophisticated meeting environment.

The system simplifies operations, streamlining presentations and collaborations with features like dual display capabilities, high-quality ceiling microphones, speakers, and dual camera setups, ensuring an immersive and engaging experience for both remote and in-room participants. Additionally, AI applications such as Meeting Insights are valuable offerings that further enhance productivity.

Read more

kramerav.com/feat-products/microsoft-teams-rooms-solutions

Conclusion

The shift towards hybrid work models highlighted the indispensable role of advanced audio-visual technologies in effective collaboration. Kramer's innovative BYOD and MTR solutions, with their focus on inclusivity, flexibility, and high-quality communication, offer immediate simple solutions for organizations looking to navigate this new landscape. By selecting and deploying the right tools, companies can ensure that their teams remain connected, collaborative, and productive, regardless of where they work.

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