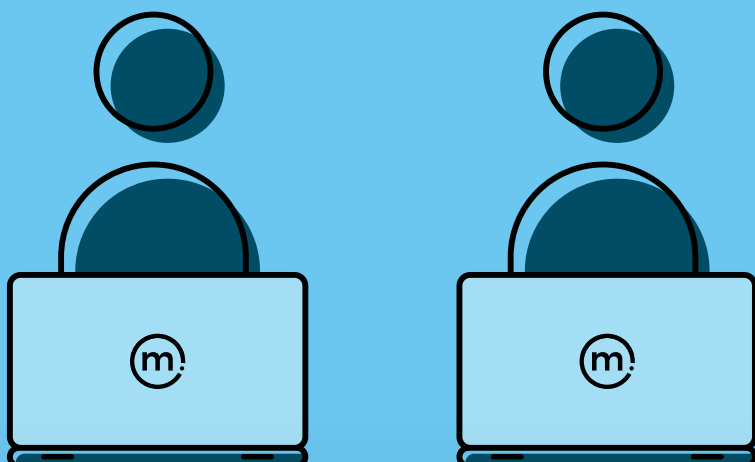


Mersive's Guide to

Better Workplace Conferencing

How to optimize video conference solutions for the onsite and remote workforce



by Mersive Technologies



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1

Is Your Meeting Technology Working Against You?

Video conferencing is everywhere — and for good reason, given the prevalence of remote work and the need for a reliable way to connect remote workers. Don't mistake universal ubiquity for universal utility, though. Video conferencing excels at enabling people to see and hear one another. But using it for in-room collaboration is a costly, inefficient mismatch — although one that organizations spend on disproportionately to the detriment of investments in technologies that promote collaboration.

Organizations must reverse this course and put their money behind the right technologies — or they risk bleeding money, productivity, and, most importantly, innovation and morale.

Organizations have a lot riding on meetings, so they must ensure that the technology that supports meetings truly does what it should: make it easier for people to come together, share ideas and content, and collaborate. But how are they doing in that endeavor?

To be candid, organizations are suffering from “meeting myopia.” They’ve over-indexed on solving the “remote employee” use case at the expense of understanding the “great meeting” use case that would allow them to implement meeting technology that impacts a much larger population of employees, both local and remote.

Connecting remote participants to a meeting room only improves meeting productivity to a degree. A bigger impact could be made by introducing meeting room technology that eliminates barriers to collaboration for both local and remote employees, a massive productivity problem for the vast majority of companies.

This ebook explores how organizations can solve for unproductive meetings through technology that serves the needs of both in-room and remote participants.

The Truth About Awful Meetings

Research from [Doodle's State of Meetings 2019](#) projects that U.S. businesses will have lost \$399 billion and 24 billion hours by the end of 2019 to unproductive meetings. Unproductive meetings have a significant impact on morale, engagement, and retention, too, according to Harvard Business Review, which pulled no punches in its January-February 2019 issue with an article titled "[Why Your Meetings Stink—and What to Do About It.](#)" The article cites research that found that of the 23 hours executives spend in meetings each week, eight of those hours are unproductive. Further, 73 percent of respondents to a survey reported in the same article said that they do other work during meetings — and 90 percent of all respondents admitted that they regularly daydream during meetings. Unproductive meetings aren't just inconvenient. They're erosive day to day, because time is zero-sum, and they dampen innovation in the long term by robbing workgroups of chances to collaborate.

Without collaboration, innovation is unlikely.

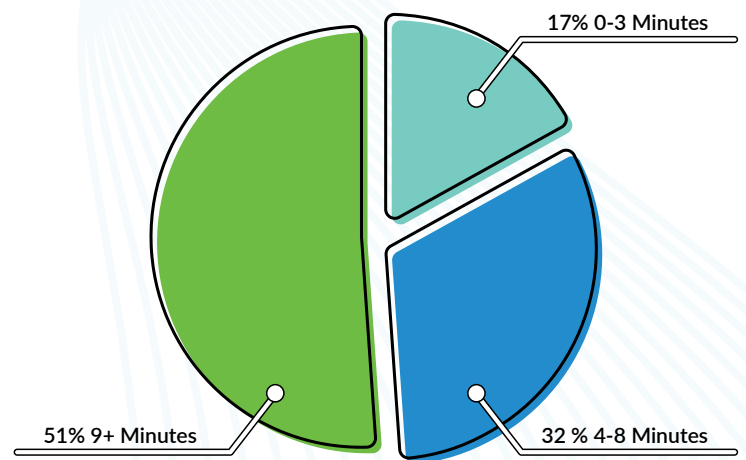
Collaboration is more than a buzzword. It's become a business and cultural imperative, and leading organizations are not only emphasizing its importance but also systemizing it into a sustainable process, as detailed in the Harvard Business Review article "[Cracking the Code of Sustained Collaboration](#)" (November-December 2019). In turn, the pursuit of collaboration has driven a demand for greater numbers of small-group collaborative spaces, such as huddle areas, rather than conference rooms. The collaboration imperative is driven significantly by the impact of millennials, who are rapidly becoming the leading demographic in the workforce and who value collaboration as a core competency. Their demand for collaboration-driven workspaces has resulted in major changes in not only how people meet but also in what type of space they meet in, as seen in the [growing prevalence of huddle spaces and other small-group meeting spaces.](#)

So, how costly are bad meetings?

Very. Time is money, and wasted time equals a lost fortune. Let's take a look.

Wasted Time // \$399BN ANNUALLY¹

Video conferencing meetings rarely start on time; in fact, the majority take an average of 9 minutes to start, according to [Owl Labs](#).



Wasted Productivity // \$420,000 ANNUALLY²

It's impossible to quantify the cost of "missed" ideas, but we do have some insight on the dollar value of collaboration – or rather into the cost of its absence. Presentation-style meetings are by default not collaborative and represent missed opportunities for synergy and ideation. Nielsen research found that [collaboration increases productivity twofold.](#)

¹ Doodle The State of Meetings Report 2019

² The Society for Human Resource Management, based on a company with 100 employees.

The Mass Mistreatment of Meeting Rooms

Although meetings and the spaces that they exist in should be deliberately designed for collaboration, they often are not. Administrators responsible for outfitting meeting spaces with appropriate technologies often unintentionally limit productivity and collaboration in these spaces by making ordinary spending decisions with mediocre returns rather than making insightful ones with great returns. In doing so, they miss a significant opportunity to maximize the ROI of meeting room real estate, AV equipment, and information technology.

One of the key culprits in this inefficiency is the misuse of video conferencing room systems. While it is terrific at connecting remote and in-room, or proximate, participants through the use of video and audio, video conferencing is simply an inferior tool for proximate content sharing and collaboration.

Tech that doesn't fit is tech that makes you work harder. Video conferencing room systems are inherently presentation-style technologies that don't complement our natural collaborative habits and tendencies. They force us to adapt our human-centered workflows to the limitations of the very technology that should be assisting us. Meetings should make cooperative work easier, but if we don't use technologies that are purpose-built for

collaboration, we're making too great a compromise in both outcome and method.

With presentation-style technologies, only one person at a time can share content. Even in the best of circumstances, this creates numerous artificial pauses and delays in workflow and ideation between presenters. Add in the delays – not to mention the frustration – caused by clunky UI and dealing with hardware, too.

This disrupts the way we naturally collaborate, which causes unproductive meetings and employee disengagement.

According to [Futuresource Consulting Ltd](#), the video conferencing room system market grew a robust 28 percent in 2018 and is expected to see similar growth over the next few years. While video conferencing is vital for connecting remote attendees, provisioning video conferencing end-points in every room doesn't make sense, considering that the primary users of meeting rooms are in-room attendees. As such, the proliferation of video conferencing solutions serves only a minority of meeting participants.

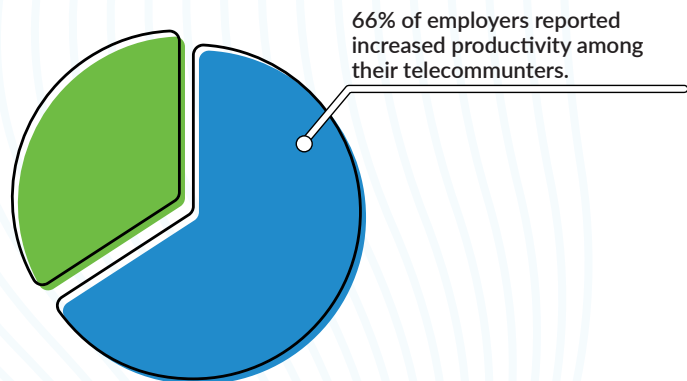


Don't Risk Remote Disengagement.

Remote work once was an anomaly, but it's become a cultural and operational norm for many forward-thinking organizations. Consider these figures from [Global Workplace Analytics](#):

- Losing an employee costs from **\$10,000 to \$30,000**. By providing flexible work schedules and allowing offsite work, employers can increase retention. Remote work is particularly valued by millennials.
- Remote work can drastically lower real estate costs. IBM saved **\$50 million** per year through telecommuting.
- Enterprises save an average of **\$10,000** per each full-time telecommuter each year.

Two-thirds of people want to work from home.



Time to Normalize the Spending Inequity

Fact: Organizations spend more on presentation-style video conferencing solutions than collaborative in-room wireless collaboration solutions – at a rate of approximately two to one. Data from Futuresource Consulting Ltd. reveals that in 2018, approximately \$5.2 billion (USD) was spent on video conferencing solutions; however, around \$2.6 billion was spent on in-room collaboration platforms. This disproportionality hampers effective use of meeting space and limits the effectiveness of meetings.

Let's be clear: Spending on video conferencing solutions is not a waste of money, particularly given the prevalence of remote workers. Video conferencing is vital for keeping those employees connected – but "connected" isn't necessarily "engaged." And "connected" doesn't necessarily mean "collaborative," either.

Bridging the Gap

So, what's the solution? We must find ways to make content sharing and collaboration robust for all meeting participants. In-room participants should be free to share whatever content they feel adds to the meeting, and remote participants should feel as engaged in the collaboration as those physically attending.

For successful alignment of use case and technology, organizations need to:

- Understand the predominant collaborative use cases in their company;
- Put their money behind collaboration technologies that support those use cases; and
- Develop reliable, secure, and intuitive ways to use video conferencing in tandem with in-room collaboration and content sharing to better serve all meeting participants and to optimize investments on meeting room real estate and tech.

The remainder of this ebook will focus on combining video conferencing with robust content sharing and matching use cases as a pathway to increased engagement, lower costs, and collaboration.



2

Video Conferencing and Group Collaboration: An Imperfect Match

Where video conferencing succeeds in enabling connectivity, it falls short in enabling collaboration. Here's why.

In the first chapter, we looked at the “meeting myopia” that organizations experience when they use video conferencing room systems for content sharing and collaboration.

While these systems are great for joining remote attendees to a meeting room with local attendees, they miss the mark in enabling group collaboration based on rich content sharing by multiple participants. In this chapter, we'll take a closer look at why video conferencing room systems are a poor fit for collaborative meetings.

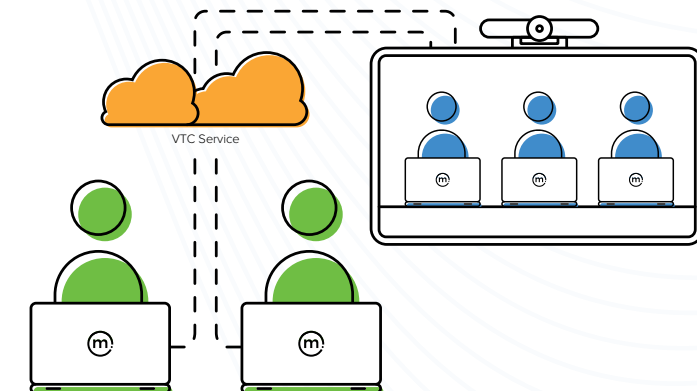
Video Conferencing Prevents Content From Turbo-Charging the Conversation

Shared, robust content is vital for the type of collaboration that produces an organization's best ideas and deliverables. However, video conferencing limits the type of content that can be shared because it has to contend with multiple dimensions with scant resources, as opposed to dedicated in-room content sharing, which puts content first and devotes all of its resources to it.

Video conferencing is inherently a “wide area” technology that must allocate available network resources among video, audio, and content, and do so in a low-latency manner. Even content shared by in-room users to an in-room display must make the round trip to the cloud first only to return to the room. Given the multiple priorities and network constraints, there is only so much that video conferencing services can allocate to content

sharing. Because of this constrained environment, video conferencing cannot adequately handle high-resolution graphics — much less several pieces of high-resolution content at a time. High-definition video is particularly challenging — and 4K is all but impossible. This is yet another limitation on both the type and the quality of the content available to meeting-goers.

On the other hand, in-room wireless collaboration technology is “local area” by nature and optimized for high-quality, high-resolution content sharing, in large part because it doesn’t incur the burden of maintaining wide area audio and video. We will go into much more detail on the benefits and how-tos of using in-room wireless collaboration solutions in conjunction with video conferencing services in our next chapter.



Double join is when multiple participants join the same video conference from the same location. While it dilutes the user experience and increases bandwidth costs, it's the only way for users to share content in traditional video conferences.

Video Conferencing Raises Barriers to Participation

Video conferencing room systems lower the barrier to connection, but connection isn’t collaboration. It’s the virtual equivalent of simply being in the room. Meetings don’t derive value from attendance; they derive value from participation. **One of the most effective ways to choke participation is to move the group interaction into presentation mode where one person dominates the communication.**

Because of video conferencing’s limited content-sharing functionality, it inherently pushes meetings into presentation mode, because only one person at a time can share content. Furthermore, if any person wants to share content — even if they are an in-room participant — he or she must go through multiple steps to join the web conference in order to present to the display (also known as a “**double join**”), causing unnatural delays to what should be free-flowing discussion and idea exchange.

Less happens in more time, as presentation-style meetings are, by virtue of simple math, less productive than meetings that are truly collaborative and allow

more ideas, outcomes, and solutions to be considered in a given time.

The barriers to participation increase even more when there’s a requirement to use a video conferencing service that is different from the room’s systems (e.g., when the conference host is someone from another company). The person responsible for joining the conference must join from their own laptop and then plug in a cable to the room display that bypasses the room system. If anyone else wants to share content, they too, must join the video conference — and download the conferencing software, if needed — and the cable must be passed from one person to another and plugged into yet another laptop.

Successful collaboration depends largely on robust content sharing where all can easily participate, regardless of the device being used. If your technology treats content sharing as an afterthought, then collaboration becomes an afterthought.



The History of Video Communication

How did video conferencing technology develop?

In the first episode of the Tech+ podcast, Mersive CTO and Founder, Christopher Jaynes, PhD, discusses the history of collaboration at a distance and the societal needs that shaped the devices and software we use today, including the development of video conferencing. Video conference technology was developed before we envisioned content sharing. Where does it need to go from here?

Content Sharing Comes at a High Price Using Video Conferencing Systems

Even in the most optimal conditions, because video conferencing systems are cloud-based, each time a user shares content, the organization pays to route that content to the internet. For example, if a user shares a 1080p video from their desktop to a room display for an hour, it costs the organization \$2 USD for that user to share. Each time an additional user shares content, that's another \$2. (This example is based on a scenario where the data routed equates to 5 Mbps to the internet over the course of an hour, at a cost of 40 cents per working hour per Mbps.)

This is per meeting, per instance. Now, consider that each month, there are thousands of meetings at many large companies. That's real money, gone. This drives up the total cost of ownership to unreasonable levels.

This means that there's a threefold impact when in-room users share content through video conferencing systems:

- They are limited in the content they can share, particularly higher quality content.
- They are limited in the number of users and content that can be shared.
- The sharing is expensive (relative to the near-zero cost of sharing with an in-room wireless collaboration system).

How Do We Solve This Mismatch — and Recover Our Lost Time?

Unfortunately, time is zero-sum. Time not spent collaborating is time lost. But you can take steps to ensure that your meetings are time well spent — whether your attendees are present in the room or participating remotely.

In the next chapter, we'll discuss how to improve the quality of collaboration, content sharing, and the total cost of ownership by combining wireless presentation systems and video conferencing solutions to serve all meeting participants to improve meeting outcomes and, ultimately, organizational health.



3

Integrating Video Conferencing and Content Sharing for the Perfect Meeting Experience

In the first two chapters, we explored **how organizations over-indexing on in-room video conferencing systems creates a costly use-case mismatch and further explored the ways that video conferencing can prevent successful collaboration.** In this chapter, we'll highlight ways to enhance collaboration for both onsite and remote meeting attendees by integrating video conferencing and in-room content sharing to leverage what each does best.

The result is a cohesive, collaborative experience for all attendees, as well as better resource stewardship for organizations.

Video conferencing is a wonderful tool for connecting remote employees to in-room meetings, but it falls short in enabling them to collaborate. Conversely, in-room content sharing systems make collaboration much easier for onsite attendees, but due to a lack of integration and interoperability, remote attendees can't take full advantage of the in-room system's robust collaboration features.

Video Conferencing Raises Barriers to Participation

When video conferencing is used for in-room content sharing, **everyone loses.** In-room and remote employees alike find fluid collaboration difficult and frustrating. But many organizations tolerate these limitations simply to accommodate remote attendance.

What they need is a way to enable meaningful participation for remote attendees without hamstringing in-person meetings with video conferencing's very limited content-sharing abilities. To set every meeting-goer up for success, integrating

in-room content-sharing's robustness with video conferencing's convenience is an ideal solution.

Combining the two gives remote attendees a much closer approximation of the in-room experience that onsite attendees benefit from, particularly the benefit of robust content sharing that enables deeper understanding and more meaningful discussions.

This is particularly important, since remote employees run a high risk of disengagement and often feel detached in meetings.

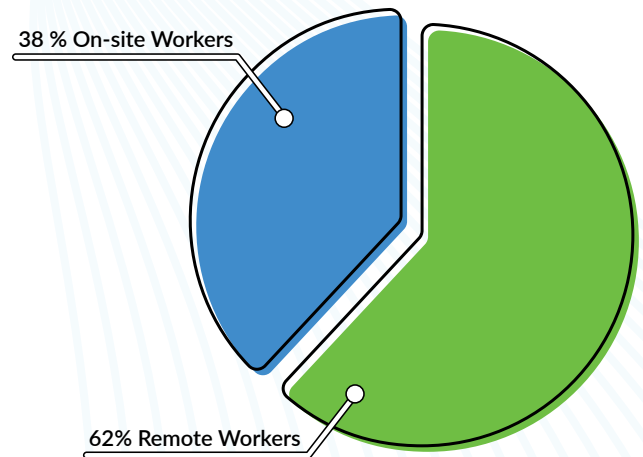
With content-sharing capabilities no longer restricted to video conferencing's low-performing feature set, both remote and in-room attendees can benefit from in-room wireless content sharing's robust capabilities, such as high-resolution images, ultra-high-definition 4K video, and simultaneous sharing. By giving content the resources it needs to perform – both onsite and remotely – content is able to take center stage, just as it does in in-person meetings. The room content can be streamed out via video conferencing to remote participants, and remote participants are in turn bridged into the in-room system, where their audio and video is treated as another source of content on the in-room display.

This primes the meeting for effective collaboration by putting everyone on the same page. Rather than spending an inordinate amount of time just getting things to "work," teams reclaim that time for ideation, coordination, and real work.

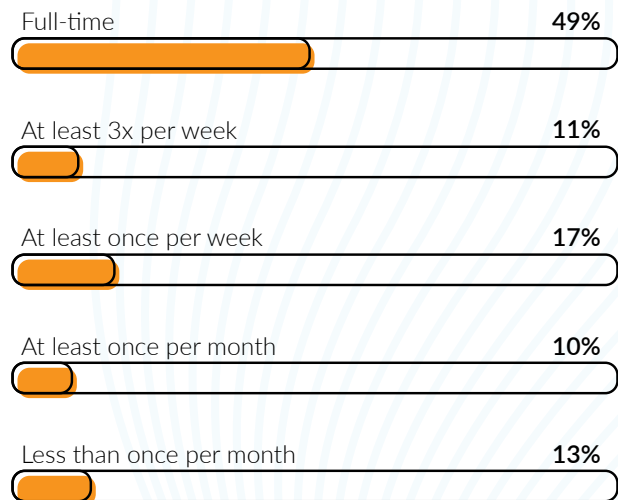
A huge advantage of integrating the two technologies comes in the form of more meaningful participation from remote employees. Meetings are hubs of valuable intellectual capital, and technology that makes it difficult for remote employees to contribute is technology that leaves great ideas unspoken. How many remote employees might have organization-changing ideas that are abandoned due to frustration? The way you integrate in-room content sharing with video conferencing will depend on the systems you use. For a brief example of how Mersive will integrate with video conferencing services, take a look at our [What's New page](#).

How Prevalent is Remote Work?

While studies show that the most preferred way to meet is still face-to-face, the frequency of remote work – including both occasional/hybrid and full-time remote work – is increasing in the U.S. Owl Labs' yearly [State of Remote Work](#) report explores this growing trend.



The Schedules of Respondents Who Work Remotely at Any Frequency

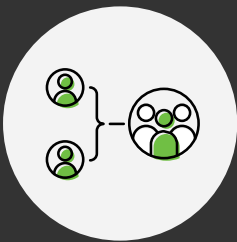


Big Benefits for Both Individuals and Organizations

Making meetings better experiences for all has immediate and long-term benefits, both for meeting-goers and for organizations' bottom lines.



Easier collaboration means more engagement, innovation, and productivity: As reported earlier, Nielsen research discovered that **collaboration doubles productivity** and leads to greater innovation. This on its own is a good reason to optimize remote meetings. Yet another benefit comes in the form of better engagement by remote attendees. With high barriers to participation removed, remote employees are more likely to be engaged — and ultimately retained.



Meetings start quicker and are more efficient: Meetings are no longer riddled with the frustrating limitations of video conferencing for content sharing and the artificial stops and starts that low-performing, presentation-style sharing creates. Recall that the majority (51 percent) of video conferencing meetings experience an average delay of 9 minutes. Smart integration with content-sharing systems combined with a standardized workflow to start meetings can greatly reduce that delay and give teams their time back.



Content sharing is less expensive and higher quality: Rather than each user streaming content out to the cloud and having it make an expensive round trip back to the room, video conferencing and in-room content sharing integration enables organizations to stream only one “user” — the room itself — as a feed to remote participants. This freeing of resources, as well as the reliance on in-room wireless collaboration rather than video conferencing for content sharing, means that high-resolution, high-quality content can flourish. Plus, the overall cost of content sharing goes way down, and the **“double join” curse** that haunts our meetings and drives up their cost is lifted.

Better Results with the Best of Both Worlds

Integrating video conferencing and in-room content sharing not only saves time and cost, but also can positively affect employee retention, participation, and satisfaction. Meetings are more than just gatherings of people cooperating. [Meetings are tangible imprints of an organization's culture](#), and they make a deep impression on employees.

With the ongoing normalization of remote work, it's vital that organizations develop reliable, easy ways to connect their remote workforces to the mothership – but currently, many do so at the expense of robust collaboration. It doesn't have to be this way, though. Integrating in-room content-sharing platforms and video conferencing isn't difficult, and it carries a less expensive total cost of ownership than using video conferencing as a solo technology, as well as more reliable security. Plus, it creates a much better user experience, especially for remote attendees, who can now benefit from the same content that their colleagues in the room are working with.

The benefits of integrating in-room content sharing and video conferencing are compelling and dramatic enough for us to say that integration should become the industry standard for meetings with remote attendees. In the next and final chapter in this series, we will introduce you to an approach that we hope will go a long way toward making that happen – and that makes integration even easier to accomplish.



4

Introducing Solstice Conference: Intuitive Video Conferencing and Wireless Content Sharing Integration

In earlier chapters, we examined how organizations have over-indexed on the **remote use case**, implementing room solutions that singularly focus on accommodating remote attendees by simply getting them into the meeting, but **limit effective collaboration** within those meetings. While video conferencing room systems are great for audio and video communication with remote users, they don't do much to enable collaboration among the participants in the room.

This remote-focused architecture hampers collaboration, ultimately sacrificing meeting engagement and productivity.

Traditional video conferencing room systems suffer from three key problems:

1. **They are not agnostic**, diluting user experience and ease of connection through single-vendor support.
2. **They limit content sharing**, decreasing engagement among both local and remote users.
3. **They are too expensive**, delivering a low-performance collaboration solution for high-dollar room and network costs.

Mersive is answering this crucial workplace need with Solstice Conference, which unifies video conferencing and in-room content sharing to provide the best of both worlds. Providing powerful content collaboration for onsite participants and agnostic conferencing support for remote users, Solstice Conference offers a room system alternative that is both flexible and cost effective.

Increased Flexibility Through Agnostic Conferencing Support

One of the biggest issues with traditional room systems is that virtually all are developed in support of a single video conferencing service. While this may work well for internal meetings at organizations that have standardized their conferencing service, the rooms won't support conferencing meetings hosted by outside parties using other services. This can be problematic for meetings with customers, partners, or vendors. While some room conferencing solutions do offer connectors for other conferencing services, these are often expensive add-on costs for a basic capability the room should natively support.

Users should be able to walk into a meeting space and connect to any video conferencing service. Solstice Conference provides agnostic video conferencing support for all major video conferencing services, providing flexibility without vendor lock-in. Anyone can easily host a video conference from their laptop while also incorporating room content, audio, and video. This increases the flexibility of the space while reducing the complexity of meetings with remote participants.

Traditional video conferencing room systems were designed to create a simple one-touch start experience, but the tradeoff was a loss of flexibility and agnosticism in order to achieve ease of use. But you don't need to trade one for the other. Solstice Conference offers ease of use with one-step start and agnostic room support for any major conferencing service.

Solstice Conference integrates with the meeting host's calendar to intelligently launch scheduled video conferences with a simple one-step start. Solstice also automatically bridges room peripherals – displays, cameras, microphones, soundbars, etc. – to the host's laptop to stream directly to remote participants. All of this happens simultaneously for a seamless, one-step meeting start that follows the same simple workflow regardless of the conferencing system being used.

Solstice Makes “Bring Your Own Meeting” a Reality

BYOM flips the script on tech use. Until now, the user has been driven by the technology in the room, constrained by room systems that are limited to a single video conferencing service and supported AV peripherals.

BYOM means the room responds to what the user brings into the meeting space. Within a BYOM environment, the device the user walks into the room with connects to and controls the room technology, delivering a user-centric experience through the device they're already familiar with.

BYOM on any device.
Users drive meetings with their own devices, calendar, content, productivity apps, and preferences.



Seamlessly connect to the meeting space.
The meeting host wirelessly connects to any video conference service and the room AV infrastructure.



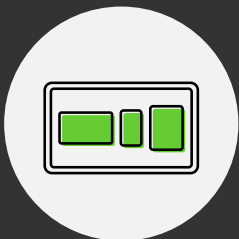
Touchless AV Experience
Everything is run from the user's personal devices. No shared devices or touch points.



Making Video Conferencing More Collaborative

So what does integration of wireless content sharing and video conferencing mean for collaboration? As mentioned throughout this series, video conferencing systems were fundamentally designed to support the remote use case. And, while they are great tools for supporting remote connectivity, they fall short in providing a robust platform that supports effective onsite collaboration.

Solstice Conference tackles this deficiency, optimizing for both high-quality content sharing and remote attendee participation by:



Providing unlimited simultaneous content sharing.

Video conferencing platforms limit dynamic collaboration through an architecture that allows for only one piece of content at a time. Solstice allows multiple onsite users to wirelessly share and control unlimited amounts of content to the room display simultaneously.



Enabling high performance content sharing.

With video conferencing, every onsite participant must individually connect to the cloud conference in order to share content (otherwise known as “double join”). With Solstice Conference, only one in-room user – the host – is connected to the video conference. All other onsite participants share content via the local network, which is more secure and higher performance, which is particularly important for high-resolution imagery, 4k video streaming, and potentially sensitive information.



Enhancing remote engagement.

Solstice Conference extends the in-room content sharing and collaboration experience to remote users. Through a streamlined connection to the video conference and in-room AV peripherals, the onsite experience is virtualized, so remote participants can experience content-rich collaboration as if they were in the room.

A Cost Effective Collaboration Solution For Every Meeting Space

Despite its enhanced capabilities compared to other video conferencing systems, **Solstice Conference has a significantly lower subscription price point than most popular video conferencing room licenses on the market.** Take Zoom Rooms, for example. Zoom Rooms, like other VCS, are designed for remote connection. Its cloud-based content sharing results in lower streaming quality and higher resource allocation for in-room sharing compared to Solstice, in addition to lacking Solstice's robust content control features. Despite this, Solstice Conference is still less than half the cost of a yearly Zoom Rooms subscription price.

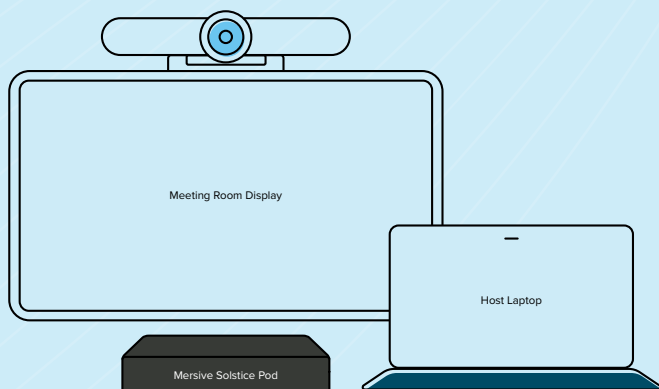
Using Solstice Conference reduces external bandwidth costs by smartly streaming all in-room content via the local network. As highlighted in the [second chapter](#), streaming content via video conferencing systems is much more expensive than Solstice. With conferencing room systems, content must make an expensive round-trip to the cloud each time a user shares, even when the participants are sitting in the same room as each other and the display they're streaming to.

Solstice Conference delivers the value and virtual communication experience of a traditional room system at a fraction of the cost. Through intelligently leveraging host laptops and room system peripherals connected to the Solstice Pod, Solstice offers a complete, flexible, and cost-effective software-based room system. It can also be easily integrated with existing room systems by leveraging its OpenControl API and versatile I/O hub. This versatility makes it an ideal solution for every type of meeting space from large conference rooms to lounges and huddle spaces.

How Solstice Conference Works

Solstice Conference provides the convenience of a traditional room system with a touchless experience that supports all major video conferencing services.

1. The Solstice Pod is connected to AV peripherals: display, camera, microphone, soundbars, etc.
2. The meeting host brings their conferencing service of choice installed on their laptop and wirelessly connects the room to remote participants in one step.
3. All other in-room users connect and share content through Solstice. The content-sharing experience is extended to remote users through the host's laptop.



The Power of Content Sharing With The Reach of Video Conferencing

Meeting room technology is ripe for change. The contemporary meeting space will be shaped by seamless technology integrations that support both powerful in-room collaboration and the increasing trend toward remote work. While seemingly divergent objectives, organizations will need to implement meeting space technology that enables a productive meeting experience for both onsite and remote participants.

Solstice Conference sits at the intersection of these rapidly evolving workplace requirements, providing a solution to the pain points of traditional video conferencing room systems and the needs of the contemporary workplace.

- It eliminates vendor lock-in with agnostic video conferencing support for all major video conferencing services, reducing the complexity of connecting to remote attendees.
- It provides rich content-based collaboration for both onsite and remote teams, supporting high-performance, low-latency content sharing.
- And, finally, it is supported by a flexible platform that leverages the local network and in-room peripherals to deliver a cost effective room system experience at a fraction of the cost of traditional conferencing room systems.

By seamlessly unifying the onsite and remote meeting experience, Solstice Conference enables organizations to drive meeting engagement and results with intelligent, cost-effective technology that improves the value of their meeting spaces.

Why Solstice Conference?

In addition to the benefits mentioned in Chapter 4, Solstice Conference has several value-add features that set it above the rest. In the wake of the global COVID-19 pandemic, several of these features have evolved beyond value-add to critical considerations for many meeting and learning spaces.

Touchless AV

Touchless/hygienic AV is quickly becoming an important topic as users become hesitant to interact with public technology and infrastructure. In Solstice-enabled spaces, meetings are run directly from the users' devices, with no shared touchpoints necessary to use the technology or connect to conferences.



Robust Analytics

As organizations look to understand changes in the workplace, analytics capabilities provide Solstice Conference users with unprecedented insights into their meeting spaces and how the workplace collaboration experience is changing, helping them to optimize current spaces and plan for future needs.



Support for Every Meeting Space

With increased remote work, the structure and design of the workplace will likely change in big ways, with more focus on more smaller, informal meeting areas. Organizations will need flexible solutions that can provide the same user experience from conference room to huddle space.





Solstice Conference

Solstice Conference will be available for purchase in Summer 2020.
The new capability will be included as part of a Solstice Subscription.
To be notified when it is available, please join our waiting list.
For more information, **request a product demo** or contact your AV/IT dealer.

by Mersive Technologies