BYOD AND THE ROOM PC

→ **BYOD or BYOC?**

One of the major challenges for the IT professionals who support conference room technology is maintaining room PCs. A key trend that is placing stress on the PC's ability to serve as a meeting room hub is Bring Your Own Device, or BYOD. From an IT perspective, BYOD is where employees or students connect their smartphones, tablets, personal laptops and other devices to the corporate network.

BYOD has major implications on IT infrastructure, including conference room and classroom presentation technology. Within the context of a meeting or class, it's not only the act of connecting devices that's important – it's the act of accessing content in general. That's why BYOC – Bring Your Own ***Content*** – is perhaps a better categorization than BYOD in a conference room or classroom setting.

Conference room technology needs to accommodate devices and access content equally well. Inability to connect devices and access content are among the most common reasons for a meeting to be categorized as a failure; and the root cause is usually the room PC.

→ BYOC and the room PC

The BYOD/BYOC phenomenon reinforces why PCs are not well suited as content hubs: They are great for creating content and accessing information, but not quick and agile enough to support real-time access to content during meetings. That's why many methods have evolved for accessing content during a meeting, including:

Device	Methods of Accessing Content
Laptop	• Connecting directly to a display or projector and accessing local files from the laptop • Connecting to a table top AV box mounted on the conference table via HDMI or DVI cable
Portable Storage	• Accessing files from a USB storage device connected to a USB port in a table top AV box • Accessing files from USB connected to a room PC or laptop
Corporate Network	• Accessing network resources via a networked room PC • Accessing network resources via a networked laptop connected in one of the methods shown above
Internet	• Accessing files and other content from the internet via a networked room PC or laptop
Media Devices	• Delivering content via a DVD player, Blu-Ray player or other device
Broadcast	• Playing broadcast content from a cable box or "Apple TV" type box

These are all effective methods for accessing content; however, many of them frequently fail because they rely on the PC as a connectivity hub. Whether connecting a USB drive, accessing files on the corporate LAN, or accessing the web, the room PC has serious shortcomings: Software updates, complex login procedures and long boot times, to mention a few. And as a result, room PCs can be nightmares for the IT support staff.

TAKE ACTION

This Industry Brief is taken from the AMX White Paper *"The Evolution of Meeting Room Technology."* To learn how AMX's award-winning products can help your organization manage the new world of BYOD, BYOC and rich content, we invite you to explore the information on our website, including our library of white papers.

The **LEARN** page (http://amx.com/automate/learn.aspx) includes a wealth of general resources on the AV industry, as well as Product Guides covering most major AMX products.

The **PLAN** page (http://amx.com/automate/plan.aspx) includes an interactive tool that allows you to visualize the typical conference room configurations that AMX offers, and to explore which room configuration is best suited to your needs.

You can always **CONTACT A SOLUTIONS ADVISOR**, who will be glad to guide you through the process of identifying, specifying and purchasing your ideal conference room or classroom AV solution. The "Contact an Advisor" link is at the top of every page of the AMX website. Options to connect include chat, phone and email.