THE EVOLUTION OF THE MEETING

→ **The analog meeting**

Some of us can remember the glory days when a meeting presenter would walk to the front of the room, grab a piece of chalk or dry-erase marker, and proceed to make unintelligible scribbles that would have contained vast wisdom had we been able to decipher them.

In those days of the Analog Meeting, the tools of the trade were simple: chalkboards, flip charts, overhead projectors and dry erase boards among the most popular. To prepare for a presentation frequently meant printing and handing out a packet of documents…and then realizing that you had left out something important.

The Early Evolution of Meeting Room Technology

→ **The digital meeting**

The arrival of the laptop computer in the 1990's ushered in a new era of collaboration. The mainstay of the conference room during this period was the combination of a laptop, a projector, and a deck of PowerPoint slides. Again, many of us have fond memories of this combination, and of enduring such frustrations as not being able to get the image to focus, not knowing the function key combination to transfer the image from the laptop to the projector, and trying to recover from the sudden burnout of the projector's bulb.

Despite all the frustrations, this era did help establish a new type of collaboration where meeting participants could evaluate and modify content as they discussed it. Content in meetings became more fluid, more flexible. And PowerPoint was crowned the King of Content.

**The Later Evolution of Meeting Room Technology:
Meetings Go Digital**

→ **The multimedia meeting**

Over the many years of delivering PowerPoint presentations via a laptop and projector, meeting presenters and attendees increasingly wanted to leverage more types of content: A clip from a DVD. Real-time stock reports. Broadcast audio and video. Files from the corporate network. Meetings were evolving beyond PowerPoint and into a new age where content was rich and diverse.

The Meeting of Today: Fueled by Multimedia

This evolution from Laptop + PowerPoint to a wide variety of content sources represented the final step in the transition from digital meetings to multimedia meetings. The differences are outlined below.

	Digital Meeting	Multimedia Meeting
Content	PowerPoint slides and other Office documents	Office documents, PDFs, video clips, audio clips, web-based content, broadcast audio & video
Devices & other content sources	Laptop	Networked PCs, web-based storage apps (e.g. Dropbox), laptops, tablets, smartphones, USB drives, DVDs, Blu-Rays, CD-ROMs
Room technology	PCs, overhead projectors, speakerphones, video conferencing systems	LCD displays, networked room PCs, dedicated presentation systems (e.g. AMX Enzo), speakers, speakerphones, video conferencing systems, document cameras, user interfaces (control panels & keypads), VCRs, AV controllers
Expectations	Technology is a nice benefit as long as I can get it to work	Technology is a necessity and it must work

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.