

THE FUTURE OF MEETING ROOM TECHNOLOGY

→ **What capabilities does a modern conference room require?**

Before we describe the future of meeting room technology, we should explore what users of the technology actually require in addition to managing content during the meeting. To this we can add two capabilities that are essential in organizations today: Managing multiple locations and optimizing resources.

Activity	Description	Examples
Manage Multiple Locations	Interact with people regardless of their location	<ul style="list-style-type: none"> • Video Conference • Audio Conference • Webinar
Manage Content	Easily access and share content	<ul style="list-style-type: none"> • Access files • Access web-based content • Play videos • Play music • Stream live audio and video
Optimize Resources	Optimize the use of conference rooms	<ul style="list-style-type: none"> • Schedule meetings • Determine room availability • Power down when not in use • Automatically power up prior to meeting

The role of the control / automation system

Managing such a diverse set of capabilities requires an integrated system that can handle the different source and output devices, enable meeting attendees to participate remotely, and optimize the use of meeting facilities. Such a system generally consists of a control panel or keypad to select devices and control the room ambiance, a controller or switcher to manage the behind-the-scenes switching between devices, and table top AV box for connecting devices to the system. These are the essential components to which many companies add a room PC to manage connectivity.



**Control panel, switcher / controller and table top AV box:
Modern tools of the trade**

→ Replacing or Supplementing the PC: AMX's Enzo™

The trio of the control panel, switcher / controller and connectivity box will remain the backbone of any successful conference room technology solution for the foreseeable future. But if IT organizations and users seek a replacement or supplement for the room PC, what is it? What type of device can perform similar functions to a PC while avoiding its shortcomings?

This new wave of technology is here today, in the form of devices whose primary purpose is to access content from various sources and show it on the display, without requiring a PC. One such device is AMX's Enzo, which is a new solution purposely designed for the collaboration space to easily access content and documents stored on USB, on the web, or in the cloud.



AMX's Enzo: Specifically designed for accessing content in a meeting room

→ What makes devices like Enzo different?

New devices like Enzo are specifically designed to avoid the pitfalls of a room PC for meeting attendees as well as the IT organizations who support them. In order to be successful, devices like Enzo must include several key capabilities that optimize the meeting experience as well as the sharing of content, including:

- **"Instant-On" File and Web Browsing** – Attendees must be able to access web content or USB thumb drive files within seconds of entering the room. There should be no waiting for the product to boot up, and no lengthy process for users to log in.
- **IT Friendly** – These devices must be designed to avoid OS updates, viruses and other PC-related maintenance hassles and costs, and must be enterprise manageable over the IT network.
- **End-of-session data purge** – To be successful, such devices must eliminate disclosure of confidential information by purging all files and links to internal and external content when the meeting ends.
- **PoE, Pass-through Ethernet and Small Form Factor** – In order to ensure widespread adoption, such devices should be easy to install practically anywhere, with a small footprint that's easy to mount within a room without being obtrusive.

→ Replacing or Supplementing the PC: Pros & Cons

The decision to replace a conference room PC or supplement one with a dedicated content management device depends on many factors, which are discussed below.

Action	Pros	Cons	When to Consider
Supplement PC	<ul style="list-style-type: none"> • More options for displaying complex content • Access to more programs & applications 	<ul style="list-style-type: none"> • Retain IT support and user headaches • More expensive 	<ul style="list-style-type: none"> • Large rooms with complex technology • Need to display highly specialized graphics & images • Need to run many programs / applications during meeting
Replace PC	<ul style="list-style-type: none"> • Reduces cost • Reduces IT support headaches • Frees PCs for other uses • Reduces delays in starting meetings 	<ul style="list-style-type: none"> • Limited number of applications & programs • Cannot display some complex forms of content 	<ul style="list-style-type: none"> • Smaller huddle spaces • Rooms without complex technology • Organizations with stretched IT resources



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.