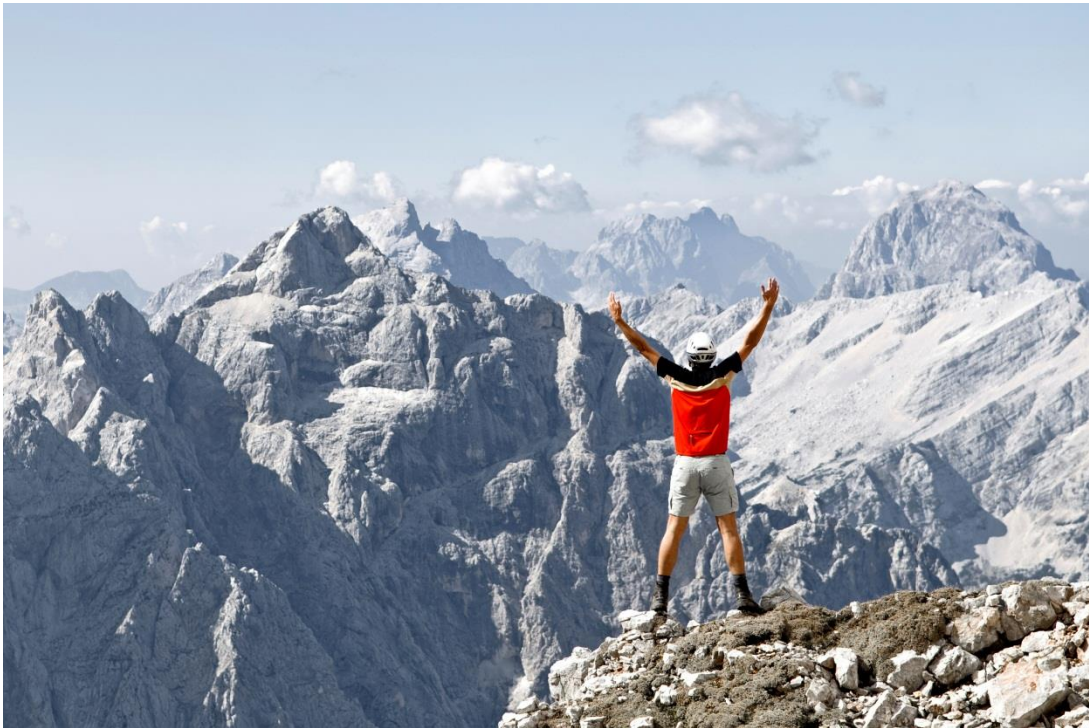


AMX and the Perfect Meeting

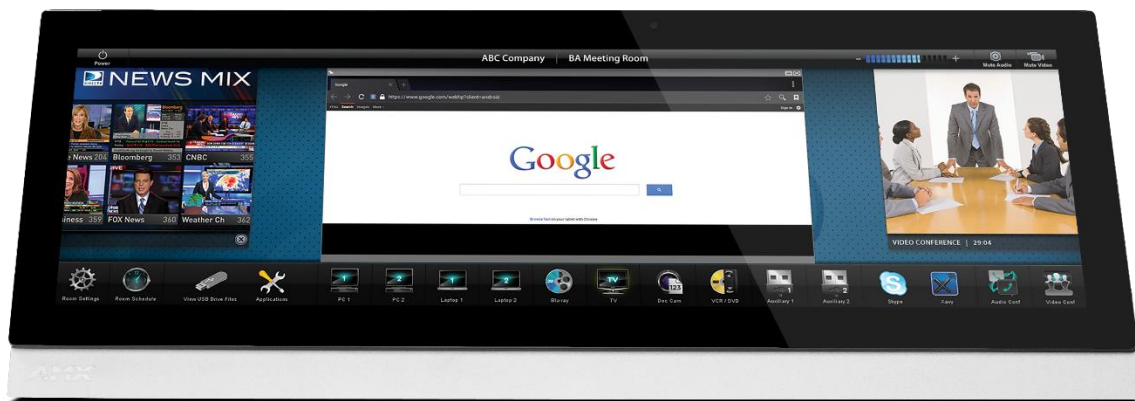
AMX's vision for achieving the impossible in meetings



Meetings are a mess. It takes the right conference room automation technology to make meetings truly effective. This White Paper discusses AMX's vision for the Perfect Meeting for the three key stakeholders: The people who use the equipment, those who support it, and those who pay the bills.

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THE AMX VISION

Industry Week magazine proclaimed that meetings are the “Great White Collar Crime,” wasting \$37 billion dollars per year in corporate America. And with business professionals spending anywhere from 25% to 75% of their time in meetings, this is a crime that needs solving.



AMX has a vision for making meetings better, and a passion for delivering the solutions that make it happen. For AMX, it’s all about delivering an unrivaled meeting experience for all stakeholders: Those who attend meetings, those who support the meeting room technology, and those who pay for it. We call this experience the Perfect Meeting, and we’re confident that our vision will assist companies in transforming their meeting spaces into a valuable competitive asset.

AMX believes that the best way to cure meeting woes is to deploy technology that makes it simple for meeting attendees to effectively present a wide variety of content. This room automation equipment encompasses the following capabilities:

Types Of Room Automation Equipment		
What it is	What it does	Examples
Display	Displays content for attendees to view	LCD Display Display Projector
User Interface	Enables users to control equipment by pressing buttons or icons	Control Panel Keypad
Switching & Control	Manages inputs & outputs behind the scenes	All-In-One Presentation Switcher Controller ControlPad
Connectivity	Provides a place for people to connect laptops and other devices	AMX HydraPort
Content Presentation System	Enables attendees to present content from mobile devices, web and other sources	AMX Enzo
Monitoring & Maintenance Software	Software that centrally monitors and maintains AV systems	AMX’s Resource Management Suite (RMS)

WHAT MEETING ROOM TECHNOLOGY SHOULD DO

As we all know, delivering technology doesn't necessarily solve problems – it can actually make them worse. That's why AMX believes that technology coupled with a strong vision is the only way to eliminate wastage in meetings.

In general, AMX believes that meeting room technology needs to do much more than its basic task of delivering content to displays or projection screens. It needs to perform that task extraordinarily well, and it must do so in a way that:



1. **Provides value.** Meeting room systems have traditionally been cobbled together from a variety of different devices and manufacturers, leading to a less than optimal design that leads to reliability issues and higher total cost of ownership (TCO). These systems have also been costly to program install due to their inherent complexity. AMX delivers systems that consolidate multiple functions into a single chassis to reduce cost, while providing a configuration tool (Rapid Project Maker software) that eliminates expensive programming.
2. **Enhances room aesthetics.** A conference room or boardroom should not look messy or old-fashioned. That's why it's important to include technologies that sport a pleasing and modern look-and-feel and products that eliminate cable clutter (like AMX's HydraPort).
3. **Is IT-Centric.** AV and IT are no longer separate systems. AV devices have their own IP addresses and are visible on the corporate network. It's important to deploy AV technologies that enable real-time monitoring and maintenance, provide for scalability and ensure rock-solid security.
4. **Applies to all room types.** The basic requirements for AV control are the same in all room types, from the smallest huddle space to the most complex corporate boardroom. What's different is how the system delivers these capabilities in the most effective way. A huddle space typically requires only the minimum amount of control and automation that can be provided by a small ControlPad combining control and the user interface. A boardroom requires a much more agile user interface like a touch panel and a more powerful controller like an Enova DVX. In other words, each room is unique, and the technology should be flexible enough to accommodate that uniqueness.

THE PERFECT MEETING FOR THE USER



One of the most common problems with room automation equipment is that it tends to be so complex that meeting attendees shy away from using it. As such, the key to providing a meeting environment that users will embrace is to make the solution easy to use, feature-rich and reliable.

Easy to use. For the User of room automation equipment, the most

important part of the system is the User Interface (UI), which is typically in the form of a touch panel or keypad. If the room is of sufficient complexity to include a touch panel, it's critical that the panel's design and navigation be as intuitive and simple as possible. For example, it's important that the touch panel have the ability to design and implement *macros*, which are a series of commands to achieve a certain high level task. An example of a macro would be a single command "watch movie," which would dim the lights, turn on the display and DVD player, and open a menu with the typical buttons you'd see on a DVD player such as Play, Pause, Rewind and Eject.

Feature-rich. Assuming that the system is intuitively designed so that people actually use it, the next important factor is that the system effectively manages all sorts of inputs and outputs to accommodate a wide variety of meeting situations. A robust solution needs to include a host of audio and video capabilities that work together seamlessly to ensure that audio and video content in a meeting is of the highest quality, clarity and resolution.

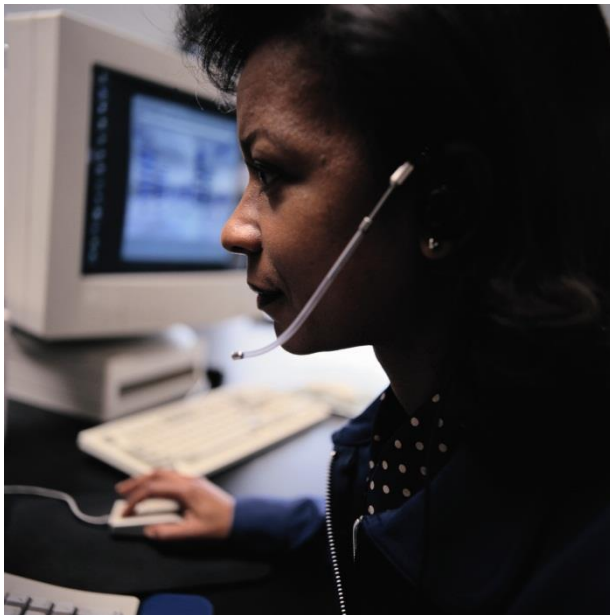
Another critical capability of a room AV system is the ability to present content from a wide variety of sources and devices. An ideal system includes a way to connect laptops and other devices at the table for viewing on the display. And in this age of BYOD (Bring Your Own Device,) rooms require a way to deliver content from mobile devices like smart phones and tablets.

Making it Perfect for the User

The user of conference room automation equipment wants the equipment to be easy to use, feature-rich and reliable, while handling BYOD.

Reliable. We all hate it when technology doesn't work. A major problem with many room automation solutions is that the system includes several different products from different manufacturers providing a variety of functions, all cabled together and placed haphazardly in a rack. The reliability of such a system is typically poor due to the variety of boxes and cables providing so many potential points of failure. To that end, it's imperative to rely on integrated products like all-in-one presentation switchers that deliver vastly superior reliability from a single chassis than systems that are made up of mix-and-match components.

THE PERFECT MEETING FOR THE CIO AND IT ORGANIZATION



IT organizations want to minimize fire-fighting, and want the systems they support to just work. By focusing on quality, reliability and maintainability, you can ensure that your conference room AV systems will meet the stringent requirements that the IT paradigm has brought into the AV world.

Easy to Support, Maintain & Troubleshoot. A common problem plaguing IT staff is that conference room AV is an island - nobody's aware of a problem until it's a crisis and IT is called in to deal with a room full of angry executives. The best way to minimize these

crises is to remotely monitor and troubleshoot the system. The best AV solutions include software that allows IT staff to develop performance dashboards, see real-time alerts, measure and analyze equipment usage and power down equipment when it's not in use.

Reliable. Obviously, the more reliable the equipment, the lesser the burden on IT staff. The same rule applies to IT staff as to users: All-in-One solutions are vastly more reliable than solutions made up of several boxes cabled together. Integrated products are easier to install, troubleshoot, spare and train;

Making it Perfect for IT

CIO's don't want their people to fight fires. As such, conference room automation equipment must be easy to support, reliable, scalable and future-proof.

and they require significantly less space.

Scalable and Future-Proof. IT staff does not want to replace equipment shortly after it's installed. Cobbled-together AV solutions are inherently limited from an expansion perspective, and cannot manage the rapid-fire pace of technological innovation in the AV marketplace. Another advantage of all-in-one solutions is that they generally contain a large number of digital and analog inputs and outputs that can handle the addition of new devices to the system over time.

THE PERFECT MEETING FOR THE CFO



The CFO is primarily concerned about financial performance. The CFO and other senior executives are often surprised to see how a well-designed conference room AV strategy can be a vital contributor to a healthy bottom line.

Configurable versus Programmable. A significant cost in a typical customized conference room automation solution is programming. These costs can be so high as to deter organizations from installing effective control and automation equipment, especially in their smaller conference rooms. And programming costs don't end with the initial installation – they can also be sky high when making even a minor modification or addition to an existing conference room. The best solution for minimizing programming costs is to deploy a configurable solution that can be set up via an easy-to-use software interface, thereby eliminating or

reducing programming costs.

Energy Efficient. Let's face it: AV systems consume energy. They frequently remain powered on throughout the day, and are often left powered on 24/7, even when a room is not in use. By far the best solution is to deploy an automated system that makes it easy for users to shut down or for IT personnel to shut down remotely. State-of-the-art systems also include the capability to power equipment on or off based on a pre-set schedule or set of conditions. And once again,

having an integrated component like an Enova DVX will save significant energy costs when compared to a system consisting of several different components.

Soft Costs. In addition to the hard cost savings in programming and energy, the right conference room technology makes meetings more effective and employees more efficient. Intuitive control of video conferencing equipment leads to more widespread adoption, thereby reducing travel costs. Use of enterprise-wide scheduling software helps users keep their meetings running on time. And standardizing on the same platform from room-to-room leads to considerable savings in training and support, as well as improved user adoption.

Making it Perfect for the CFO

Any conference room automation solution must pass financial muster. As such, it's important that the solution encourage behaviors that save money (such as adopting video conferencing) while reducing programming and energy costs.

While Industry Week might bemoan the \$37 billion dollars being wasted in meetings every year, AMX is doing something about it by building room automation solutions that are intuitive to use, easy to maintain and cost effective to own.



TAKE ACTION

Whether your organization is considering room AV technology for the first time or upgrading your existing systems, you should adopt a strategy that outfits the maximum number of spaces with modern collaboration technology. Here's an action plan that you can use to ensure success.



1. **Dig deeper.** The AMX website (www.amx.com) includes a LEARN section that contains a vast array of industry materials that will help you understand what conference room AV equipment has to offer.
2. **Conduct a workplace inventory.** Take an inventory of all the collaboration spaces in your facility and rank them in order of priority. Consider ways to modify your floor space layout to optimize the balance between collaborative space and personal work spaces.
3. **Categorize your collaboration spaces.** Determine which spaces will require extensive technology, typical technology or “light” technology. These three categories should roughly correspond to AMX’s primary room types: Boardroom, Conference Room and Huddle Space.
4. **Review your room types.** The PLAN section of the AMX website (www.amx.com) includes material that will help you visualize how to optimally configure each of your rooms. This section also has material on the various AMX products and solutions.
5. **Contact an AMX Solutions Advisor.** At any stage in your discovery process, we invite you to engage with one of our Solutions Advisors, whose role is to serve as your guide. Solutions Advisors are not sales people; they are here to help you navigate the purchase process in the most efficient way possible.