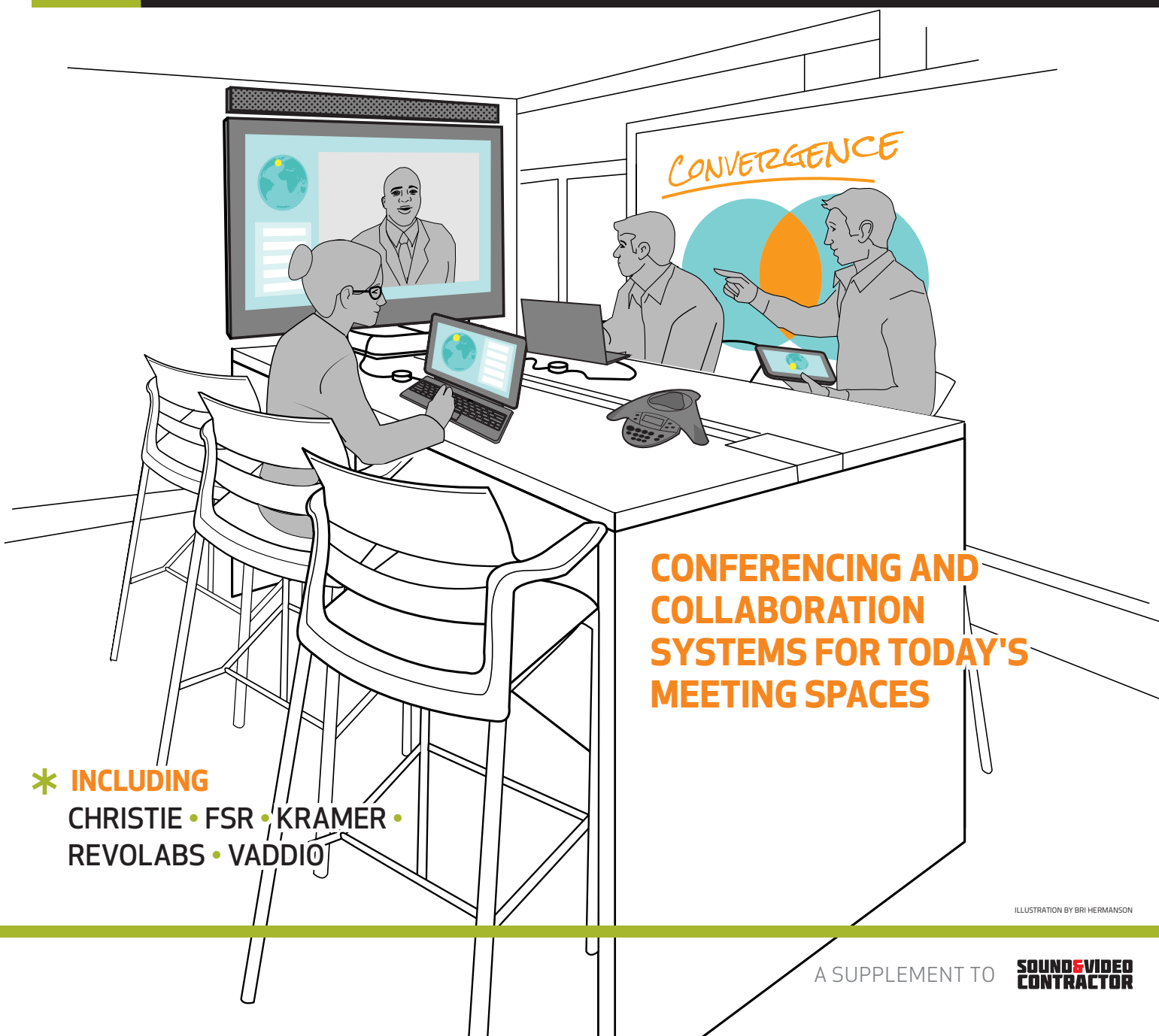


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COLLABORATION AND CONVERGENCE

The changing nature of the AV/IT user and professional

By David Danto

In my more than three decades in the world of AV and collaboration, I've learned some very important things about change: It's hard, it's inevitable, and it's always happening. Convergence is the latest thing to be changing.

Around the end of the 1990s the AV industry started using the term "convergence" to identify how the AV and IT universes were overlapping and/or merging. It was a difficult topic to manage, as the perspectives were often so far apart that the professionals could be talking about the same thing and you wouldn't know it. IT people generally strove for the repeatable consistency that fit into an ITSM framework, even when round pegs were being put into square holes. AV professionals, on the other hand, generally strove for perfection, even when it absolutely wasn't necessary. For a long time, when an AV guy heard the word "convergence," if he was listening at all, he'd think it meant:

- * His AV installers needed to know how to terminate RJ-45 connectors
- * His AV engineers needed to understand how to design IP networks for his AV gear to communicate on
- * His sales professionals needed to learn some new IT buzzwords to be able to speak with a CIO.

But just the last year or so, the meaning of convergence has drastically changed. The convergence of AV and IT is now about how users' have different needs and expectations of AV. IT influences have driven the demand for simple, repeatable, manageable, reliable, self-service solutions.

If you walk down the hallway of any medium to large enterprise in the world, and ask end-users about their conference rooms and AV, they will likely say the same things about their big, boardroom-style, integrated conference rooms (which used to be the AV norm):

- * "That's the CXO's room – only (s)he uses that."
- * "We just use that for big meetings."
- * "I'm afraid to use the gear in there."
- * "Nobody uses the AV system."
- * "I wouldn't dare use that system without one of my AV/IT guys in the room to make sure it works."

A CONFERENCE ROOM FOR TODAY'S USERS

If you keep walking around that enterprise, you'll notice most of those big, expensive-to-build rooms are usually empty, while groups of three to five people are struggling to find a place to meet.



In the past, internal teams, business partners, and clients were mostly regional. Colleagues were typically within their building or within driving distance. Most meetings were conducted face to face. Users' leveraged large rooms for group meetings. These were typically deemed to be the "important" meetings, and as such organizations wanted the ability to bring remote participants in via videoconferencing when necessary. With that, most organizations only enabled their "boardroom" or select similar large rooms, and invested a lot of money in AV to ensure there was a quality user experience.

Today's world is virtual. Remote working has become the norm.

Users' internal teams, business partners, and clients might not even be in the same country much less within driving distance. This has caused us all to change the way we meet. Instead of face-to-face in the boardroom, we meet via audio and web conference—typically with no more than three people in any one location.

As a result, we've seen the emergence of the term "huddle room," a small space to collaborate with a few local people and any number of remote ones. We've also seen an explosion of new collaboration solutions meant to meet both the needs of those huddle rooms and rooms that are even a bit larger.

These new solutions are often described as "out-of-the-box," "all-in-one," or "off-the-shelf." They represent the simple, repeatable, manageable, reliable, self-service solutions driven by today's AV/IT convergence mentioned above. In general:

- * They're far less expensive than integrated rooms
- * They're far more reliable than integrated rooms—with exponentially fewer points of failure and IT security vulnerabilities
- * They support a single, standard user experience regardless of location
- * They require less in custom programming (nor the associated costs)
- * They meet the typical needs, not every possible need
- * They install in hours, not days or weeks.

IT INDUSTRY OPTIONS SYSTEMS

Some of these systems are really, really good. Take for example the Cisco MX800 Dual Screen system.

If you compare this unit to a traditional dual-screen custom integrated videoconferencing system for a typical 12-14 person conference room, the contrasts are startling. Yes, a custom room can have programming, features, devices, etc., designed to meet the precise needs of the circumstance, and the MX doesn't customize (in the rare case that should be needed) but that's the only contrast

where the MX loses. The MX is about 1/3 of the cost of an integrated room, installs in hours (not days or weeks), requires no special programming, and therefore minimal user training, requires one standard power and data connection, has one set of IT protocols to ensure network integrity and security, operates exactly the same no matter where in the world it is being installed, and does not have to be troubleshot for hours in the rare case of failure (just replace the whole SKU via a standard service contract).

However, while some IT industry solutions are great, others are—well, awful. There are systems that use a webcam and try to pass-it-off as an appropriate conference room solution, and there are others which are incompatible with all other existing systems (meaning you can't call anyone but other buyers of that system).

The newly announced Roundtable 100 and last year's Chromebox for meetings are webcam-based solutions are two examples. In fact, side-by-side, the tagline "separated at birth" comes to mind. Both use third-party webcams that are great on a PC 18in. to 24in. from a single individual but terrible in conference rooms. Another example is the Highfive set-top device, which can't make any calls to any existing video systems unless it was also bought from Highfive. That's about as useful as a mobile phone that can only call other mobile phones of the same brand. No one aware of that limitation would buy such a phone, and the same logic should apply.

YOUR MISSION

Ultimately, the role of the AV under this new state of convergence will be to help recognize which of these off-the-shelf systems are good and which aren't, and to recommend and apply appropriate systems, drawing from both IT world and AV world options. Every project does not need custom designs, custom programming, and custom integration; many projects can now be handled by a cheaper, better, faster-to-install solution. The complex, integrated rooms will now be the exception; modern meeting rooms will draw on nimble, IT-style gear, and gear that plays well with IT systems while delivering AV quality.

This changing role of the AV professional simply reflects societal and market realities. Let's hope that it doesn't take another decade for people to start listening this time.

David Danto has more than three decades of experience providing problem-solving leadership and innovation in media and unified communications technologies for various firms in the corporate, broadcasting, and academic worlds including AT&T, Bloomberg LP, FNN, Morgan Stanley, NYU, Lehman Brothers, and JP Morgan Chase. He currently works with Dimension Data as the company's principal consultant for the collaboration, multimedia, video, and AV disciplines. He is also the IMCCA's director of emerging technology. Contact him at David.Danto@Dimensiondata.com or DDanto@imcca.org.

THE TRUTH ABOUT WEBCAMS IN CONFERENCE ROOM

What the marketing suggests:

- Big "head and shoulders" shots
- Clear expressions
- Eye contact

The likely reality:

- Small, distant shots
- Difficult-to-see expressions
- Odd angle
- No eye contact

PERFECT INFRASTRUCTURE SOLUTIONS

FLOOR BOXES



U-Access
Cover
Design

These boxes feature hand mitered brass or aluminum carpet edging. Designed for pour concrete floors, including slab on grade!

CABLE RETRACTORS



Tangle-free cable management is a reality with FSR's Cable Retractors. Cables can be quickly deployed and extend up to four feet. A simple pull and release of the cable returns the cable to the protective reel.

NEW!

SNAP-IN USB CHARGERS

FSR offers a full line of charging solutions for any smart device in a variety of form factors. The chargers incorporate firmware that communicates the correct charging wattage to your device, up to a full 12 watts. Universal power supply included.



Patent Pending



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RAISED ACCESS FLOOR BOXES



The all metal construction of these Raised Access Floor Boxes provides for one or two cable access doors, or a solid metal cover.

THE SMART FIT FAMILY GETS LARGER!



NEW!

Sturdy 6 or 8 inch core hole products combine flexibility via recessed mounting bracketry to accommodate a wide assortment of power, data and audio video connection. Available in 3 finishes.

INTELLIGENT PLATE SOLUTIONS

The IPS family of interconnect solutions offers a comprehensive selection of accessories, available in white, ivory or black. Simply select a plate that fits your application and available space. Then select your internal connector plate. IPS Plates come with a lifetime warranty.



CEILING BOXES

Our CB-224 fits standard 2x2 or 2x4 drop ceilings and features a drop-down 4RU cage for easy installation of rack equipment.



WALL BOXES

Connections on the wall become safe, simple and secure using an FSR wallboxes.



HD READY TABLE BOXES

These stylish table boxes fit a 3½" round opening and are easily installed. Models are available with AC power, HDMI, IPS, Keystone snap-ins, and Retractor options. 1 or 2 LED & pushbutton control options are available as well.



NEW!

TB SERIES TABLE BOXES

The tilt top style TB-IPS table box has openings for up to 8 single IPS insert plates. The TB-BOSE series house a Bose™ Satellite Cube speaker or the speaker and up to 4 IPS insert plates.

Speaker provided by customer.



NEW!



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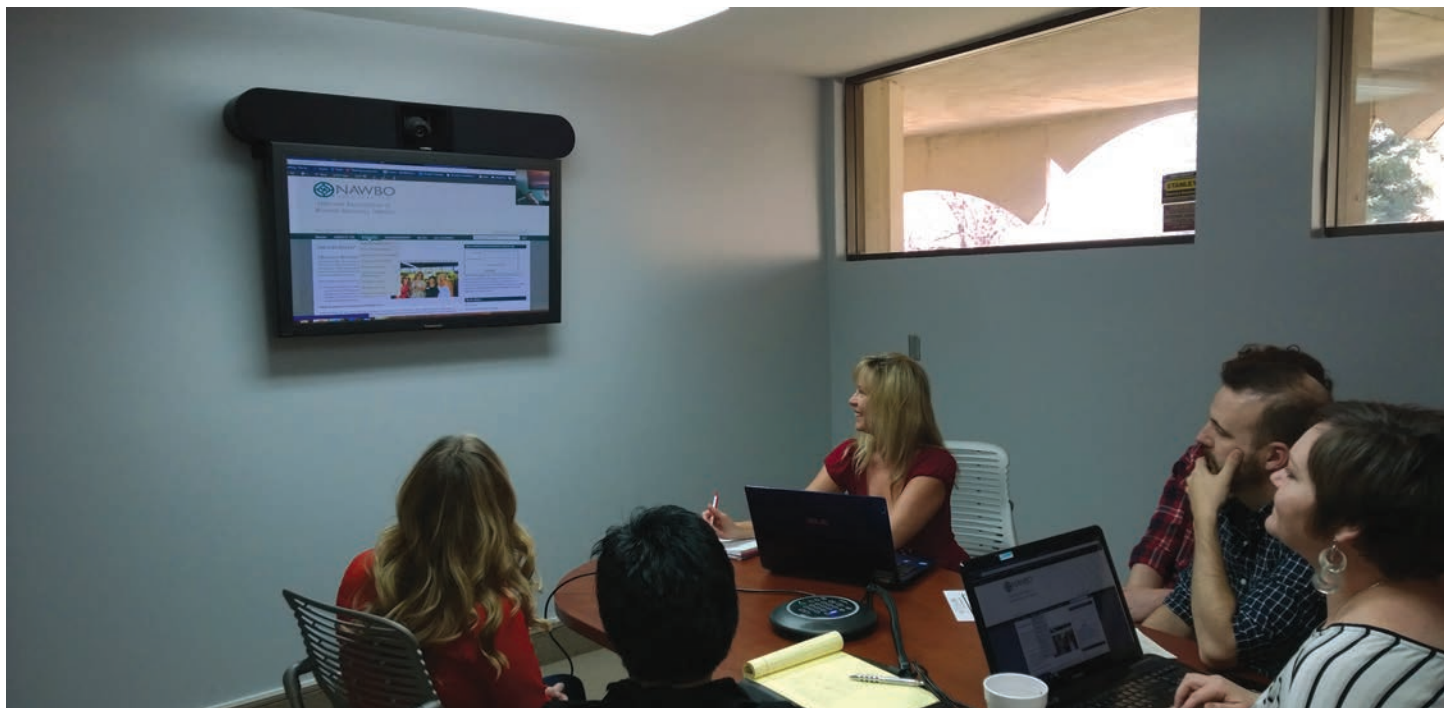
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MYBUSINESSBAR



Running a business from home or from the local coffee shop might seem like a good way to save on office space until an important call with a client doesn't go well. That call when the dogs won't quit barking or the constant chatter of the coffee crowd is extra loud. To preserve a professional image and access important services, small businesses and sole proprietors are turning to enterprising companies like myBusinessBar for an alternative arrangement. myBusinessBar operates co-working space and executive offices to provide cost-conscious businesses with the full complement of office amenities and receptionist services in a shared office environment. Business professionals enjoy live phone answering services, mail handling/forwarding, on-demand meeting room space and drop-in workspace, and monthly onsite events.

The company has become the go-to shared workspace in its community, but needed to find ways to maximize revenue and increase technology services it could offer its growing client base. To address these issues, myBusinessBar adopted collaboration and conferencing solutions. Specifically, videoconferencing helps local professionals better communicate and collaborate with small groups of geographically dispersed partners, clients, and prospects.

A Vaddio GroupSTATION system was installed in the conferencing space. With Vaddio collaboration products, myBusinessBar tenants have access to a unified control pad to direct a high-definition pan/tilt/zoom web camera, loudspeakers, and high-fidelity microphones for a professional-grade meeting experience. myBusinessBar customers simply connect their laptop or tablet to the GroupSTATION control dock using a USB or HDMI connection.

With the system, meeting organizers can instantly launch their personalized meeting using productivity and conferencing applications such as Microsoft PowerPoint, Google Hangout, WebEx, YouTube, Microsoft Lync, and Skype. myBusinessBar customers can reserve the conference room through a realtime, online calendar and have instant confirmation of their meeting.

In addition to simplifying the meeting experience for myBusinessBar's current customers, Vaddio products help the company extract maximum value from its existing assets and create new streams of revenue to keep the company growing.

myBusinessBar's clients come from various industries and sectors including human resources managers interviewing candidates, attorneys conducting depositions, and many other professions.



The World's first

Enterprise Class USB 3.0 Camera
with simultaneous USB and IP Streaming



The RoboSHOT 12 USB Camera

USB 3.0 gives you the power and flexibility of a plug and play system and the ability to stream live video while controlling your camera simultaneously. Incorporate any soft codec on any device with RoboSHOT 12 USB.



CHECK US OUT ONLINE! • <http://vad.mn/HuddleRoom>

SCALER

Extron Electronics' IN1604 HD is an HDCP-compliant four input scaler that features three HDMI inputs, a universal analog video input, and an HDMI output. Ideal for installation beneath conference tables and in lecterns to provide localized switching support for sources such as presenter devices, the IN1604 HD also features an advanced scaling engine that can scale HDMI and analog video signals to a common high resolution output. It provides high performance 1080i deinterlacing and Deep Color processing to deliver optimal image quality. With Extron EDID Minder, Key Minder, and SpeedSwitch, integrators can easily connect sources and a display with plug-and-play simplicity, automatic device negotiation, and nearly instantaneous switching. The unit also features convenient options for remote control and operation, including front panel controls and on-screen menus, USB, RS-232, and contact closure with tally output for easy integration into a variety of environments.

www.extron.com



RECEIVER

The **Atlona AT-UHD-EX-100CE-RX** receiver supports 4K/UHD video @60Hz, provides pass-through of HDCP 2.2 content, supports EDID communication, and employs HDBaseT technology for extending signals, including multichannel audio in formats up to Dolby TrueHD and DTS-HD Master Audio.

The receiver allows cable runs up to 328ft. (100 meters), uses IEEE 802.3af standard 48V Power over Ethernet, and provides pass through of bi-directional Ethernet and control signals. It features a quarter rack width metal enclosure for installation with rear panel I/O ports for uncluttered wire management.

The receiver supports the HDBaseT output of the AT-UHD-CLSO-601, and is the intended receiver for that product. The receiver also works separately with other HDBaseT products and is also sold in a kit with the AT-UHD-EX-100CE-TX transmitter. The transmitter is expected to ship later in the quarter. The receiver carries Atlona's award-winning 10-year warranty.

www.atlona.com



PRESENTATION CONTROL SYSTEM

Crestron AirMedia makes wireless AV presentation and col-

laboration from mobile devices easy. Now, with moderator mode, presenters and instructors can easily control the room and prevent presentation chaos. They simply select whose content to share and whose content to not share from the AirMedia web page or Crestron touchscreen. Up to 32 people can connect to AirMedia at the same time in the same room. In Quad View mode, up to four presenters' content can be displayed simultaneously, making true collaboration possible. Each person simply pushes the "show me" button to display content from his or her device. The device can be managed and monitored with Crestron Fusion enterprise management software and Simple Network Management Protocol (SNMP).

www.crestron.com



VIDEOCONFERENCING RECORDING SYSTEM

Sonic Foundry unveiled Mediasite Join, a cloud-based videoconference capture solution that automatically transforms video calls and meetings into engaging, searchable on-demand video. Users simply add Mediasite Join as a participant to their videoconferences, and the service automatically records everything said and shown. It then transcodes, indexes, and publishes recorded videoconferences to Mediasite alongside all their other video assets.

www.sonicfoundry.com

IPTV SYSTEM

The **Vitec EZ TV IPTV System** is a H.264 enterprise IPTV delivery system for live and recorded video, on a scheduled or on-demand basis, across organizations to computers, TV screens, and mobile devices over LAN, WAN, Wi-Fi and cellular networks, or over the public Internet. The system features a Personal Video Recorder (PVR) that allows users to record, manage, and playback content on their local computers; Network Digital Video Recording (NDVR) that can be used by administrators or users to record content on a centralized server with network storage (eliminating the storage and security challenges of local recording); video on demand; and mosaic layouts for watching up to 25 videos simultaneously on the screen, which uses the existing streams on the network and generates the resized mosaic videos for each user on-the-fly, without using additional bandwidth on the network.

www.vitec.com



PRODUCTS

HUDDLE ROOMS

CONFERENCE PHONE

Revolabs' FLX UC 1000

is an IP conference phone with SIP and USB audio support. Featuring first-class sound components and multiple communication channel integration, the unit is a simple and stylish solution for desktop and conference room applications in a single device. The FLX UC 1000 features audio capture and delivery via tweeter and mid-woofer elements, four microphones, an ultra-wide frequency response, and integrated echo cancellation. The FLX UC 1000 supports the SIP standard and works in all major VoIP environments with market-leading IP PBX systems, whether on premises or in the cloud. For IP calling, the FLX UC 1000 features a separate dialer with a color display while USB support allows users to connect the speakerphone to any laptop, PC, or tablet. The device also functions as a bridge for joining IP telephone calls with USB audio applications.

www.revolabs.com



DISPLAY

NEC's 65in. V652-TM large-screen LCD display offers digital signage users touchscreen capabilities at a cost-conscious price. This display also uses LED-backlighting to minimize depth and power consumption. Within the



V652-TM bezel is an integrated, low-profile, four-camera optical-imaging technology that allows for up to six simultaneous touches. Its anti-reflective glass coating protects the panel and allows for higher brightness transmittance. The touchscreen, high-performance panel, and advanced technologies promote extended use, making the V652-TM ideal for corporate, retail, restaurant, and wayfinding kiosks.

www.necdisplay.com

TABLE

Audio Visual Furniture International's table TLF4X8 seats six with TV or eight without. It is a modern, multi-function, height-adjustable table that is useable in collaboration, videoconference, and education environments. It has a heavy steel base with silver finish and height adjustment from sit to stand height 27in. to 42in. Featuring Linak electric actuators, the TLF has two switches with LCD height display and programmable memory settings. The 1in.-thick tabletop with resistant thermal wrap finish is available

in many colors. It is offered as a standalone 360-degree table or with TV mount at one end supporting up to 60in. display.

www.video-furn.com

COLLABORATION SYSTEM

The Altinex ST100-001 ShareTime Collaboration System

resembles a flash drive in appearance and connects through any HDMI cable to an HDMI display. Using CEC (Consumer Electronics Control) control signals, ShareTime enables users to turn the display on and select different inputs just by touching the top surface of the ShareTime adapter. Users can connect as many ShareTime devices as the number of inputs on the display or the number of inputs on the CEC-compatible HDMI switcher permits. ShareTime automatically configures itself for any input on the display. The ShareTime adapter makes it easy to use one or four inputs to create a collaboration environment suitable for one's application.

www.altinex.com



COLLABORATION SYSTEM

FSR's HuddleVU collaboration system allows multiple users to share and view their multiple inputs—laptops, tablets, and smartphones—on a single or multiple displays, depending on the



system used. Unlike conventional presentation systems, anyone participating can be a presenter or an audience member at the push of a button. LEDs indicate which user is currently live and when the system is busy. HuddleVU systems include all the necessary video switching equipment, control hardware, display power control, and color-coded HDMI cables that allows users to quickly be up and running. The HV-1000 single table box system employs a single FSR HV-T6 table box that allows one to four users to plug in and power their laptops or other input devices and simply push a button to display their desktop information on the main display. The HV-300 thru HV-700 models can accommodate three to seven users. Each of the users has their own FSR HV-T3 table box that contains a pullout HDMI cable and an AC outlet. The HV-T6-FLEX model includes an embedded touchscreen control system that allows for control of displays, projectors, screens, VTC codecs, cameras, shades, mics, or almost any complementary equipment.

www.fsrinc.com

COLLABORATION SYSTEM

Kramer Electronics' VIA product line includes the **VIA Collage**, the **VIA Connect PRO**, and the **VIA Connect**. These wireless collaboration devices allow people to meet smarter through connection, collaboration, and engagement by providing a shared workspace that makes team collaboration in realtime seamless and simple. The VIA Collage is a collaboration hub that solves BYOD challenges and allows for the effective integration of PC, Mac, iOS, and Android devices. With the VIA Collage, files can be shared quickly and easily between participants or with all participants at once.



The VIA Collage also allows for full 1080p/60 HD video streaming and the main unit even has an HDMI input to allow the integration of an external video source. Up to six presenters' screens can be dynamically displayed on a single display device, and up to 12 can be shown simultaneously when two display devices are used. The VIA Collage is a PC that supports third-party applications such as Skype, Go To Meeting, Lync, WebEx, and PowerPoint. VIA Collage also has built-in 1024-bit encryption for information sent between the Collage and the meeting participants as well as a dynamic room code to prevent unauthorized participation in the meeting. The digital canvas created by the VIA Collage allows meeting participants to all work on the same document in realtime and save the results to their device.

www.kramerelectronics.com

PRESENTATION SYSTEM

Christie Brio Team, part of the Christie Brio family of presentation and collaboration systems, is a plug-and-play unit that makes it easy for individuals to wirelessly stream content onto displays from devices such as PCs, tablets, and smartphones. Users can share content, edit in realtime, save their work, and capture action items for quicker follow-up while in study areas, small meeting rooms, and huddle spaces. Brio Team, with its integrated Wi-Fi, AirPlay, and WiDi receiver, requires no additional software apps, external dongles, or local area network.

www.christiedigital.com

CAMERA

The **Vaddio RoboSHOT 12 USB camera** is the world's first enterprise-class, HD conferencing camera with simultaneous USB 3.0 and IP (H.264) streaming, complete with an HDMI video output, according to the company. Fully equipped with USB 3.0, the RoboSHOT 12 USB video stream is uncompressed, which provides for pristine, high resolution and high frame rate video, up to

1080p, without loss of signal integrity found in most USB web cams. A major innovation to the RoboSHOT 12 USB is its focus on IT management across the enterprise. The RoboSHOT 12 USB accomplishes this through its embedded web server, IP streaming capabilities, and PoE+ GB port built directly into the camera. Users simply type the camera's IP address in any web browser on any device and can now see live video stream and control functions simultaneously. This is ideal for remote management and IT control. Vaddio's RoboSHOT 12 USB camera features a 12X optical zoom with a 73-degree wide horizontal field of view, perfect for small to medium sized conference rooms, training rooms or classrooms in a wide variety of applications including UC conferencing, videoconferencing, distance learning, lecture capture, telepresence, and pro AV.

www.vaddio.com



INTERACTIVE SCREEN

Draper's Scribe Interactive Screen is a rigid front-projection screen for use with ultra-short-throw projectors. The strong protective coating allows you to write directly onto the screen with a dry erase marker.

With 80 percent lower gloss than the typical whiteboard, Scribe Interactive Screen's protective coating reflects less light, so the projected content isn't washed out by bright office lights or in areas where there isn't a lot of lighting control. The coating is also tough, wiping clean easily with an eraser. In addition, the Scribe comes with a low profile frame, and is magnetic as standard.

www.draperinc.com

MOUNT

Peerless-AV LCT620A Desktop Mount is ideal for education, commercial office space, and gaming applications and can be customized to fit users' needs configured in single, double, triple, and quad arrangements.

It is comprised of polished aluminum articulating arm(s) with chrome and gloss black accents.

www.peerless-av.com



PRODUCTS

HUDDLE ROOMS

PROJECTOR

The **Ricoh PJ WX4141Ni** transforms any surface into an interactive whiteboard with Ricoh PJ Interactive software. Users can share screens remotely and add notes directly to presentations using the digital pen. The unit weighs 6.6lbs. and can be mounted below or above the screen. The PJ WX4141N is a networking, 3300-lumen ultra-short-throw projector, capable of displaying a 48in.-diagonal image when placed less than 5in. from a wall or screen, and only 9.6in. from a wall delivers an 80in. WXGA 1280x800 picture. It's ideal for conference rooms, offices, small-to-midsize meeting spaces, classrooms, tradeshows, stores, restaurants, and hotels. An HDMI input provides high-quality video from DVD players and Blu-ray players. Other connection options include VGA, video and audio input. Designed to be lightweight and portable, this unit can be placed on a table or in its optional stand.

www.ricoh-usa.com



CONTENT CHANNEL SYSTEM

The **X2O Media**, now a **Barco** company, **X2O platform** is designed to deliver realtime visual communications to the right audience, at the right time, on the right device, transforming enterprises into digital workplaces by providing employees with tools to create dynamic visual channels. Similar to miniature TV networks, channel-based communications allow organizations to turn data linked to internal and external sources such as SharePoint, SAP, and social media into content-led messaging that is interactive, targeted, and highly engaging. To simplify this process, the X2O platform provides templates, drag-and-drop tools, and scheduling options to streamline the creation and management of data-driven, media-rich channels that drive digital engagement and compelling information across the workplace.

www.x2omedia.com



"Sorry, what did you say?"

The days of "making do" are over!

With Revolabs
conferencing, huddle room
and UC products, you can now

Hear and Be Heard from the Very First Word

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revolabs
www.revolabs.com

WALL PLATE

The **Hall Research UHBX-SW3** is a kit comprised of a multi-input wall-plate sender and an HDBaseT receiver. The wall-plate accommodates two HDMI and one VGA inputs with audio. It also supports MHL (Mobile High-Definition Link) with phone-charging feature to allow video presentation from a smartphone using just a passive cable. The VGA input can also accept YPbPr Component video. The wall plate can manually or automatically switch between the various video inputs and extend the video using HDBaseT standard.

www.hallresearch.com



MICROPHONE

AKG's CBL31 WLS and **STSDAM+** wireless tabletop microphones offer durability and flexible housing options and are ideal for meeting rooms, courtrooms, conference rooms, and houses of worship. The AKG CBL 31 WLS and STSDAM+ are based on heavy-duty tabletop mechanics and due to their heavy weight, are highly shock-absorbent and hold the microphone firmly in place. Various AKG pocket transmitters (including the WMS40/45/420/470 and DMS700) fit into the housing of both the CBL31 WLS and STS DAM+, to transform the stations into complete wireless solutions. Both models offer a rugged mute switch (more than 25,000 switching cycles) that controls the microphone, plus an LED bar to clearly show the status. A 3.5mm input jack plug allows connection of either up to four AKG CBL410 or a laptop to transmit the audio signal of a presenter to the local PA system.

www.akg.com

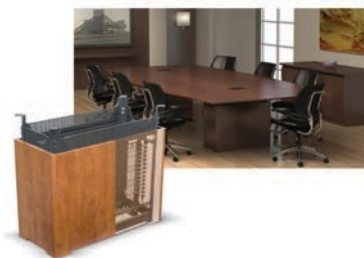


CONFERENCE TABLE

Middle Atlantic's TechPed Technology Pedestal is an installation-friendly conference table support system designed to house electronics and cables. It is a simple-to-integrate, easy-to-service solution ideal for conference rooms and collaboration spaces to meet market demands for localized, discreet equipment mounting and cable management. The TechPed incorporates the company's Frame to Furniture design, an installer-friendly approach that eliminates long waits, speeds up integration, and reduces the effects of transit damage. The inner steel rack frame ships directly

from stock, allowing integrators to begin the integration of the system immediately. The outer surfaces are shipped separately to the installation site or shop and can be quickly and easily attached to the frame to complete the installation. Removable side panels make system maintenance quick and simple, and the Lever Lock system maximizes rack space and cable management options within the side channel of the pedestal. It's available in three sizes and a wide range of color choices. A custom millwork kit option is also available.

www.middleatlantic.com



SOUND MASKING SYSTEM

Cambridge Sound Management announces the **Qt Conference Room Edition**, a new product that allows companies to protect the speech privacy of confidential or sensitive conversations taking place in conference rooms or

boardrooms. The Qt Conference Room Edition is an all-in-one privacy solution consisting of a control module, two lighted privacy status signs, and a series of direct-field sound masking emitters. When the control module inside the conference room is turned on, it powers the sound masking emitters placed in the ceiling just outside of the conference room. The emitters add a low-level background sound that makes human speech less intelligible. Lighted privacy signs inside and outside of the conference room indicate when the system is running, and let conference room occupants know that their conversations are being protected. The system easily integrates with other conference room AV equipment, and is installed by CSM's extensive network of certified sound masking specialists.

cambridgesound.com



TABLE

The **Marshall Furniture MRTA-RC-CTC 48 x 48** collaboration table is an oak wood veneer collaboration/huddle table designed to seat four. The center can be machined as needed while the barrel base includes a service access panel door for cable access and storage. It also can be customized with other material choices and sizes and has a 10-year warranty.

www.marshallfurniture.com

PRODUCTS

HUDDLE ROOMS

SWITCHER

Atlona's first series of HDMI switchers, the new **UHD-SW-5 series**, supporting 4K/UHD video @ 60Hz and featuring advanced configuration and management capabilities required by system integrators, consists of three, 5x1 4K/UHD HDMI switchers with 10.2Gbps bandwidth and an internal web server enabling GUI control over EDID, HDCP, and audio settings. All new models are equipped for auto-switching and remote control via IR, IP, or RS-232 formats. The series' top model, the AT-UHD-SW-52ED, offers added outputs for balanced stereo audio, mirrored HDMI, and mirrored HDBaseT with Power over Ethernet for signal transmission up to 328ft. It also supports multichannel digital audio formats up to Dolby TrueHD and DTS-HD Master Audio, allows HDCP management for use with compliant and non-compliant devices, and is equipped with USB and LAN ports for firmware updating.

www.atlona.com



VIDEOCONFERENCING SYSTEM

Digital Video Enterprises designed the **Huddle Room 70** as a complete videoconferencing system to accommodate up to four participants at either end of the transmission or up to eight people arranged in two rows. The system allows them to appear to be in the same room by including a zero-frame 65in. to 70in. HD flatscreen with HD and PC inputs as well as eye-level embedded camera(s) so that the participants can sit very close to the screen with natural eye contact. Each room comes with a boardroom-quality table custom made for each client and provides 21in. data tablets on the table for up close and easy-to-read text. There is an option for Intelligent Switched Telepresence with multiple cameras, and the Huddle Room 70 is also designed to work with any HD codec so that it can be incorporated into many existing systems as a significant upgrade.

www.digitalvideoenterprises.com

DISPLAY

Businesses of all sizes can benefit from a powerful, all-in-one smart signage solution that attracts customer attention to their products or services. With the **DMD series** from Samsung, businesses in the retail, corporate, education, entertainment, and transportation industries



can enhance their annual revenue by presenting a continuous stream of impactful content on robust, eye-catching smart signage. The DMD series displays come with the latest version of Samsung's embedded content management software, the second generation Samsung Smart Signage Platform (SSSP). This software eliminates the need for an additional PC or media player, even for touch interactivity, and includes Wi-Fi capability for conveniently playing or controlling content from a mobile device.

displaysolutions.samsung.com

VIDEOCONFERENCING SYSTEM

The **Cisco TelePresence SX10 Quick Set** is an all-in-one unit that combines with any flatpanel display to video-enable your small collaboration spaces.

It offers tremendous affordability for small- to medium-sized businesses just starting out with telepresence, or in extending telepresence throughout an enterprise. It ships with the SX10 codec with integrated HD camera and integrated microphone, wall mount, TRC6 remote control, and network and HDMI cables. Specifications include optimal definition up to 1080p30, video and content sharing at 1080p30 plus WXGAp5, and wide-angle 83-degree horizontal field of view with a 5X zoom.

www.cisco.com



PROJECTOR

Epson's two new EX Pro series projectors, the **EX7235 Pro** and the **EX7230 Pro**, deliver high brightness and advanced connectivity options, including built-in wireless projection and Mobile High-Definition Link

(MHL) support. Ideal for meeting rooms with ambient light, the projectors feature WXGA resolution for widescreen HD presentations, 3000 lumens of color light output, 3000 lumens of white light output, and a simple setup suite for flexible placement in any room. The EX7235 Pro includes a Wi-Fi module and a new quick-connect, on-screen QR code feature for easy wireless setup. To present wirelessly from mobile devices, users can take advantage of Epson's free iProjection app. Both the EX7235 Pro and EX7230 Pro include an HDMI port, which supports MHL, to display content from MHL-enabled smartphones and tablets.

www.epson.com/projectors



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