



Touch and Collaborate

The Interactive Display Comes of Age

Aol.

Case Murphy

Sr. Manager

Global Communication & Collaboration Group

What Is The IMCCA?

Interactive Multimedia and Collaborative Communications Alliance

- **Non-profit, technology neutral**
- **Focus on all multimedia & collaboration**
- **Increase awareness & branding**
- **Unification of organizations & interests**
- **Further learning objectives**
- **Industry Alliances**
- **Networking Opportunities**
- **Monthly Newsletter**
- **Educational Opportunities**
- **Special Interest Groups**



www.IMCCA.org

***Free Membership For End Users
Many Benefits for Vendor Members***

***Contact Carol Zelkin, Executive Director
Czelkin@imcca.org***

Stop by booth 2079

Who I am



Case Murphy

Senior Manager

Global Communications & Collaboration Group

AOL Inc.

6000 employees

300+ video enabled conference rooms

50+ global offices

2.4M minutes of conferencing every month

Every mobile device video enabled

2 Interactive Whiteboard's

0 Touch Displays

History of the space

1965 - 1st finger driven touch screen

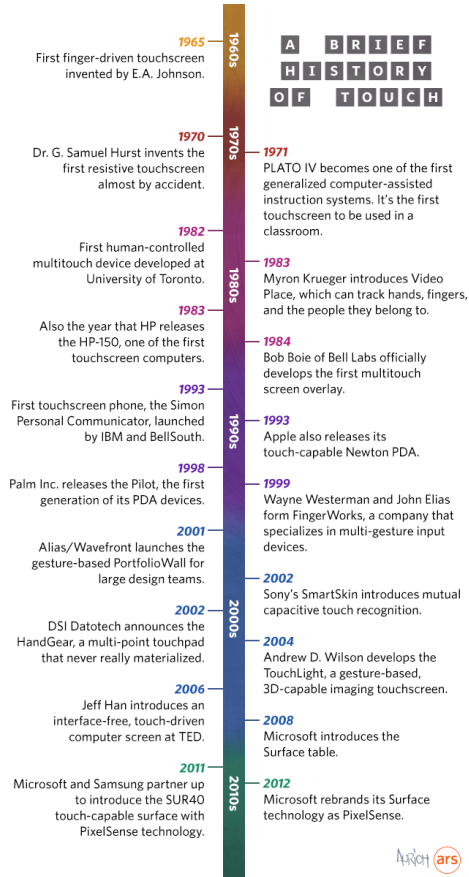
1982 - HP releases HP-150 first touch computer

1984 – Bell Labs develops first multi-touch overlay

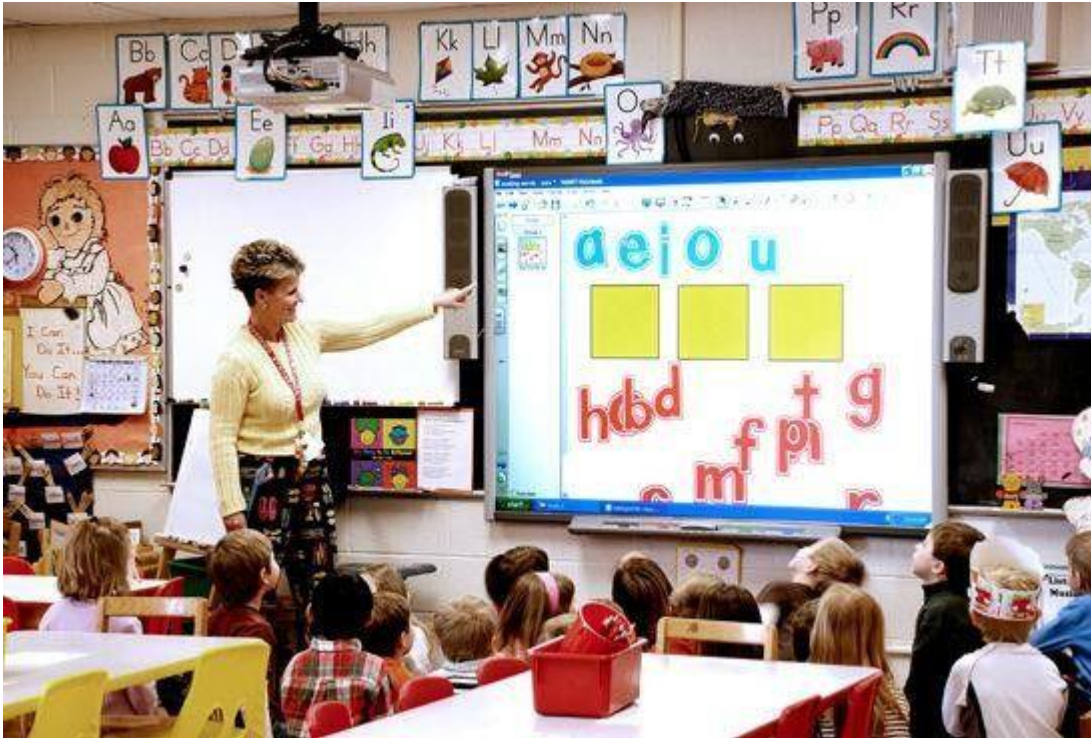
1990 - 1st IWB by Xerox in 1990

2001 - Alias/Wavefront releases PortfolioWall

2008 – Microsoft releases Surface Table



The Awakening



Enterprise executive attends his child's Parent-Teacher night.

See's teacher impressively presenting on an interactive white board or display.

The Command



Enterprise executive returns to office next day and demands that all conference rooms get equipped with this great technology - refuses to listen to opposing thoughts.

The Order



Enterprise AV & Purchasing teams order dozens of IWBs for conference rooms at exorbitant cost.

Boards are delivered and installed.

and then...

The Reality



Enterprise IWBs are either:

1. Unused
2. Used as projector screens / plain displays
3. Damaged by permanent ink markers

The reasons are logical and obvious

- Classrooms have an owner – the teacher. He or She is always using the room, rarely gets new technology and takes the time to learn the VERY complex user interface.
- Enterprise conference rooms generally don't have an owner. People expect to walk in and immediately start using them. Users will rarely take the time to learn a very complex UI they don't have to use every day.

Why is it important?

- Interactive boards have sold poorly in the enterprise
- Interactive boards have become less expensive
 - Or have they?
- Market leaders have begun to produce a new breed of interactive board that is far simpler – as easy to use as a standard whiteboard or iPad in many cases
- These new, simple systems are beginning to see market success in the enterprise

Industry stats

In 2015, the market for both corporate and educational sales of interactive displays in the U.S. is expected to be \$656 million
(Molnar, 06/01/15)

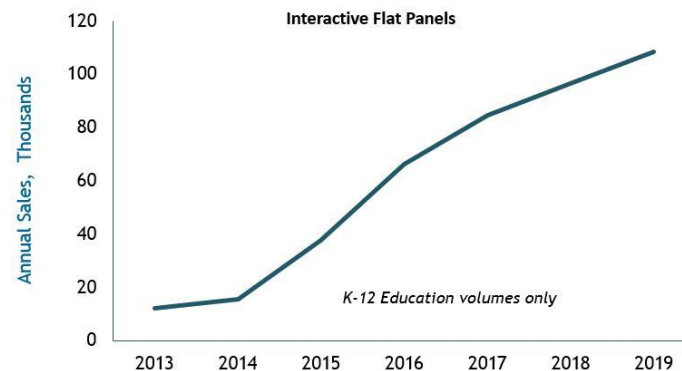
USA MARKET OVERVIEW

Interactive Flat Panels Increase Expected to Impact From 2015



INTERACTIVE FLAT PANELS IN K-12 EDUCATION - USA

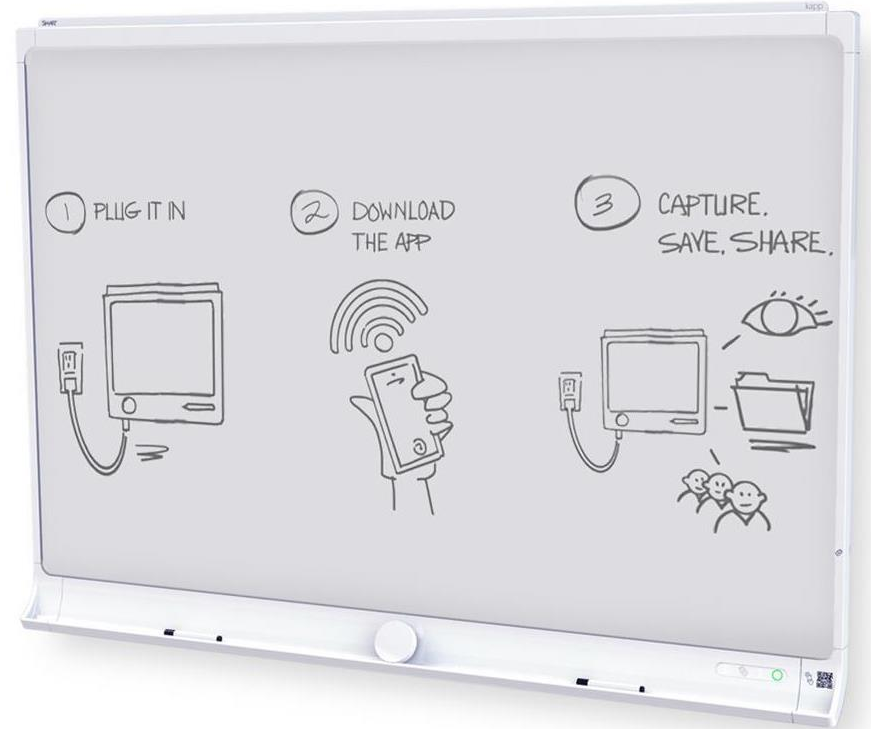
IFPD Markets to Grow to 100,000 Displays by 2018



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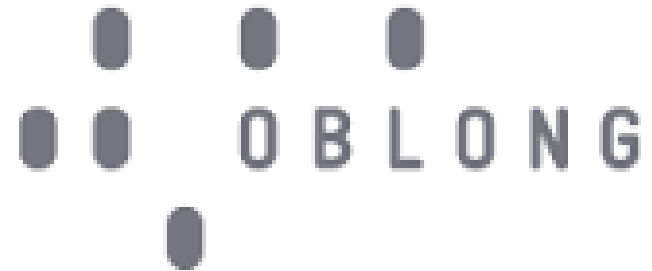
Current Offerings



Current Offerings



Your Panel Today



Your Panel Today



Bruce Prang

Director Program Management
SMART Technologies



Victor Jacksier

Sr. Product Manager
RICOH



Mark Cray

CEO
Applied Global Technologies



David Kung

VP Product Strategy
OBLONG Industries