



The Huddle Room:

Identifying and Evaluating Solutions for This New Segment



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
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Stop by booth N2021



Who Am I:



**EXCESSION
EVENTS**



Industry analyst and professional pontificator

Author: The End of Certainty

25+ years in IT industry

12 years at Lifesize in numerous roles

Keynote speaker on business process reengineering

Podcaster: AVnation; Excession Events Podcast; TheUCCShow

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The Reality Of Meetings Today



The vast majority of organizational meetings today don't look like this



They look like this

The logo for InfoComm 2016, featuring the letters 'IC' stacked above the number '16' in a white, stylized font, set against a green and yellow geometric background.

The Way We Work Has Changed



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.**

The Way We Work Has Changed



Increasing simple and mass deployable beats ultimate quality



What Is A Huddle Room?

The Huddle Room is a space where small groups of people can go to have meetings away from the noise and activities of today's typically dense office environments.

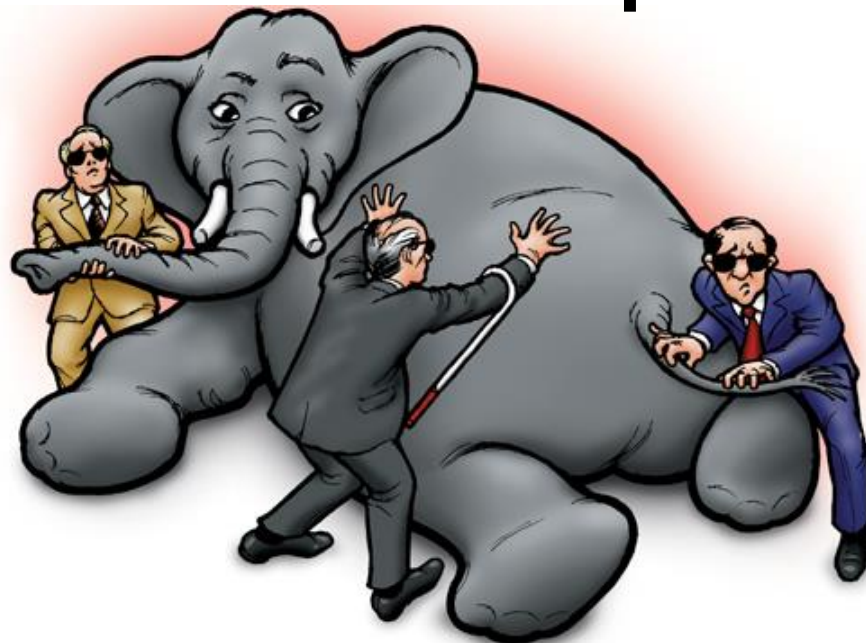
Depending upon organizational culture these spaces may or may not have walls (Huddle Spaces vs. Huddle Rooms) and may or may not be intended primarily for impromptu meetings.

The majority of huddle rooms are equipped with basic technology to support collaboration with remote individuals.

But – what's your definition of “basic?”



The Parable Of Three Blind Men And The Elephant



The huddle room is a space that's perfect for whatever the manufacturer is selling



“Huddle Don’t Cuddle” Manufacturer Promo Video



“Conference Room Makeover” Manufacturer Promo Video



The Parable Of Three Blind Men And The Elephant

<i>If you are a:</i> <i>You advocate:</i>	Software Service Provider	Peripheral Hardware Manufacturer	Audio / Telephony Hardware Manufacturer	Video System Manufacturer
<i>Primary conferencing device</i>	Your personal notebook with their client	Your personal notebook with their improved camera	Their audioconferencing solution with improved audio	All in one conferencing system
<i>Value Proposition</i>	As easy as using your own PC	Enhanced video pick-up improves meetings	Enhanced audio improves meetings, video is optional	Complete system easier and less expensive than integrated room





Software Solutions



Pros:

- **Inexpensive**
- **Easy to use**
- **Security**

Cons:

- **Who's PC and general PC issues**
- **Webcams are suboptimal in rooms**
- **Poor audio for rooms**
- **Security**





Peripheral Hardware



Pros:

- **Good audio and video**
- **Client agnostic**
- **Security**

Cons:

- **Who's PC and general PC issues**
- **Security**





Audio Hardware



Pros:

- **Great audio**
- **Client agnostic**

Cons:

- **Ignores video**
- **Who's PC and general PC issues**





Webcam Based Device Manufacturer



Pros:

- All-in-one
- Small and easy to install

Cons:

- Poor video
- Often limited connectivity / interop
- Proprietary or no management





Complete Video System Manufacturer



Pros:

- **All-in-one**
- **Easy to install**
- **Appliance**

Cons:

- **More expensive than other choices**
- **Often needs additional infrastructure**





Smaller Integrated System



Pros:

- Exactly the features you want
- Customized for your environment
- Security

Cons:

- Installation and programming costs
- Very difficult to scale
- Custom integrated rooms not secure
- Issues with update / upgrade
- Security





Questions On How To Approach

Tradeoffs:

- **Price vs. Quality**
- **PC vs. Appliance**
- **What happens in a multi-codec world**
- **What happens in multi client world**
- **Monitorable vs. On Its Own**
- **Personal Device (BYOD) vs. In-Room Device**
- **Custom vs. Scalable**





Our Panel Today

