AT ISSUE

What are some typical installation missteps, and what are some common problem solvers?

NEIL WITTERING
PRODUCT MARKETING MANAGER
One of the most common missteps that can occur when implementing a meeting collaboration system is not taking into consideration the technical knowledge level of users. One should not assume that an employee has the requisite skills to configure and operate a complex presentation tool, so steps must be taken to ensure simplicity and ease of use, right from the start. Some of the main issues include security, impact on the company network, device connectivity, and ease of use. Barco ClickShare addresses all of these concerns by operating on its own built-in network with the ability to connect to any device—laptop, tablet, smartphone—using either Android and Apple OS via a simple USB button or app. The system is simple to deploy and use with no training required, ensuring that users can get up and running quickly to fully utilize the powerful presentation and collaboration capabilities of ClickShare.

KATHRYN GASKELL
PRODUCT MANAGER, CHIEF
Setting up a conference room for business can be difficult. Camera placement can cause issues with sightlines. Overly complicated solutions for the specific application can turn end users into non-users. High cost can also be a hurdle for specifying solutions that won’t see much use.

A good alternative system can place the camera above, below, or between screens, and provides a simple USB connection. ViewShare technology fills the gap between high-end video conferencing systems and personal smart devices. The solution helps meet the increased need for face-to-face meetings in today’s remote working environment. Customers were looking for ways to quickly add video conferencing capabilities to huddle spaces and small meeting rooms. ViewShare provides that option with the additional benefit of being easy to use. Once installed and set up, end-users just plug in, join the meeting and have video and audio ready to go.

RUSSELL THOMAS
DIRECTOR OF PRODUCT MANAGEMENT, CHRISTIE
Since every installation is unique, there aren’t typical missteps for Christie Brio. Careful planning and a site inspection are necessary to ensure a smooth installation that is optimized for the environment. Also, while Brio is easy to install, ongoing network management and security is critical. To protect any wireless network, establishing WPA2 encryption and a strong network key is crucial since it will be required of every device that attempts to sign onto the network. For environments using Brio on a LAN, local IT personnel need to set the password and security policies. Maintaining security while also inviting outside experts to a meeting can be a challenge. Christie Brio can be deployed on different networks, such as a trusted corporate network or a public guest network. This allows each space to be optimized depending on the expected meeting room usage, and ensures the best possible collaboration experience.

MELISSA RONE
SENIOR MARKETING MANAGER, DA-LITE
In collaboration environments using ultra short-throw projection, it is common for the surface to be an afterthought or a

“Ongoing network management and security is critical. To protect any wireless network, establishing WPA2 encryption and a strong network key is crucial since it will be required of every device that attempts to sign onto the network.”

—Russell Thomas, Christie
short-term investment. This can create a poor user experience, resulting in the technology not being used at all, and additional cost in the long run. When using interactive ultra short-throw projectors, it is important that the surface be designed with interactivity in mind. A whiteboard is not an appropriate solution because the image quality and optics are poor with a high-gloss surface, causing a hot spot. Other eraseable screens can cause usability challenges if they are not perfectly flat or rigid. The IDEA Screen from Da-Lite was designed and tested for the most demanding interactive projectors, and the result is the best experience on the market relating to interactivity. It provides optimal touch performance, and the improved uniformity and rigidity ensure an experience that is free of false positives.

BRADY O. BRUCE
VICE PRESIDENT, MARKETING & STRATEGIC ALLIANCES, JUPITER SYSTEMS
Consider the humble huddle room. It lacks the glamor of the large control room with a vast video wall, but there are multitudes of them, and they are where the real work of the company is done. Small teams want to be as collaborative and connected in the huddle room as they are anywhere else.

With that in mind, Jupiter developed the Canvas CRS-4K Conference Room System. The Canvas CRS-4K is a small, quiet box, but what it enables is enormous. Teams in huddle rooms can collaborate with remote colleagues running Canvas on their smartphones, tablets, laptops, and video walls, sharing live video, real-time data, application screens, web windows, documents, and presentations. Users can annotate onscreen, coordinate using voice and text chat, share whiteboards, and jointly edit documents, spreadsheets, and presentations. Calls to and from third party SIP-based systems enable non-Canvas users to share video and audio.

With SimpleShare, any user can walk into the conference room and wirelessly present their laptop screen to both local and remote Canvas participants—no cables to connect, no dongles to hunt down. The Canvas CRS-4K supports up to four 1080p HD displays or a single 4K Ultra HD display.

MIKE BROWN
GLOBAL VP SALES, OBLONG INDUSTRIES
So very few companies actually supply anything that truly facilitates collaborative business processes in a fluid and flexible manner. This fluidity—elasticity if you will—is essential to

Help Your Customers Make Better AV Decisions

The CIO at Solano Community College envisioned supplying the ultimate learning experience:

- One user-interface
- That could be delivered to any device
- Where the device could be a source projected onto any screen
- And shared over a standard IT network

With the Utelogy Enterprise application, users are able to:

- Leverage their existing IT infrastructure and skills
- Control, monitor and remotely support smart classrooms across campuses
- Manage classroom technology from a centralized application
- Dramatically reduce classroom technology support time

“AV is only AV when it’s analog, and once it’s in the digital system, it should be part of IT and take advantage of the existing infrastructure.”
Roger Clague, CIO Solano Community College

Access the full story at http://www.utelogy.com/solutions/case-studies/
accommodate how people work now and how they will work in the future. You can’t really transform teamwork with closed ecosystems. Technology that gets in the way of people working together, that puts hardware and software ahead of people and the stuff they want to talk about, have no place in the future of work.

Typical missteps include designing and deploying a room solution that works today, but not tomorrow. The real trick is to find the AV solution that doesn’t age over time but grows and improves to meet changing business requirements within the organization. When you install a component-led assemblage, not only are you installing a depreciating asset, you’re installing a room frozen in time. With a solution like Mezzanine, you’re leveraging the deeply skilled software engineering team of Oblong Industries. That room comes with a regular upgrade cycle that enables greater and greater utility from the space and the hardware in it.

Another misstep is in designing and deploying a room solution that addresses a single use case, instead of multiple use cases. Choose to partner with solutions providers that have software engineering at their core, that already enable multi-vendor, multi-screen, multi-device, multi-stream, multi-location capabilities, so you don’t have to reinvent the wheel or cobble together one-off work-arounds. Out of the box, Mezzanine supports presentation, real-time situational awareness, and team collaboration across distance.

DANA COREY
VICE PRESIDENT OF GLOBAL SALES, PRYSM
Completing a thorough site survey helps to establish the parameters of a client’s needs and mitigates unnecessary risk. When conducting a site survey, it is important to take a close look at the purpose of the space. Asking some basic questions is key. A site survey can provide insights into the architectural and environmental elements of the project. A number of factors that will affect performance are to be considered, including electrical, power consumption, heat generation, area. Next, strive for reduced complexity—the system should be simple to install, deploy, and use. If it is, then integrators can spend less time setting up the system and more time tending to an organization’s specific requirements. Finally, reduced complexity should result in a better price/performance ratio. Thanks to the convergence of AV and UC, robust performance and increased features are now being offered at lower prices.

SCOTT MCGARRIGLE
CTO, UTELOGY CORPORATION
One misstep is in not understanding and embracing the network. AV integrators need to be network savvy. More and more collaboration is being done between multiple remote parties and they are using the network to do that. Solid integration and performance tuning of the network will result in a quality experience for the users.

Another is in not considering the total environment. A key place.
objective of collaboration is to bring remote parties into an immersive environment, as close to “being there” as possible. While the particular collaboration technology may be important, you need to design all of the technology—from lights to displays to auxiliary sources—into a totally integrated system.

And there may be too many buttons. At the end of the day, collaboration needs to be easy. Provide a control system that simplifies the system with just the functions a user needs. Provide single-button automation that can easily be configured to power up a system and initiate a call or collaboration session. The more time users are collaborating and less time thinking about the system, the more productive they are.

TODD BERGUM
SENIOR DIRECTOR, APAC SALES, AE&G BUSINESS DEVELOPMENT, VADDIO
Common mistakes can include broad subjects such as specifying the wrong device for the needed solution, not leaving a wiring-diagram or road-map for those who may come after you, failure to label cables and connections, and failure to give the solution the customer really wanted. There are also those that are more specific, like not properly grounding a signal path, or wiring audio devices with the wrong polarity. And with today’s DSP-based processors, being properly trained not to just connect and pass signals, but to really understand the processing blocks, how they work, and how to set them up and tune the system. When it comes to audio DSPs, I’m certain the most common problem is understanding and setting up proper gain structure.

For video, it’s probably using the wrong camera for the application, bending to price considerations versus the right tool for the job. This includes parameters such as field-of-view zoom capabilities, CCU capability, and lighting needed for optimum performance.

For those that involve on-site technician errors like polarity issues, bad connections, or cutting the wrong wire, these things will always exist and can only improve with better training, being more aware and getting a good night’s sleep the night before. Most of the other, more macro-problems can be solved with proper planning, documentation, and most of all, listening to what the customer is really trying to accomplish.