

ClickShare

When your **room**
is in sync
so is your **team**

All you need to know about
the hybrid meeting room ecosystem

The new dynamics of hybrid

The biggest asset of a business is its workforce. Employees create and collaborate to get the best possible results and to push a business forward. That's why investing in your business starts with investing in ways to enable great collaboration. And what better place to collaborate, than in the meeting room.

Now that both remote and in-office workers have joined the conversation, meetings look different. Our workplace, and especially our meeting rooms, need to be adapted to the **new dynamic of hybrid work**. IDC¹ reports that as of 2023, 75% of G2000 companies believe their workforce will be hybrid by design rather than by circumstance.

The **hybrid meeting room** is the place where employees come together no matter where they are, at home or in the office. **Built around a well-balanced ecosystem, the hybrid meeting room** combines different tech solutions that work together seamlessly, smoothen the connection between people and enable an optimal collaborative experience. A well-functioning meeting room ecosystem with the right tools for video collaboration is exactly what you need to engage and inspire employees in effortless hybrid work.



¹IDC FutureScape report 2021

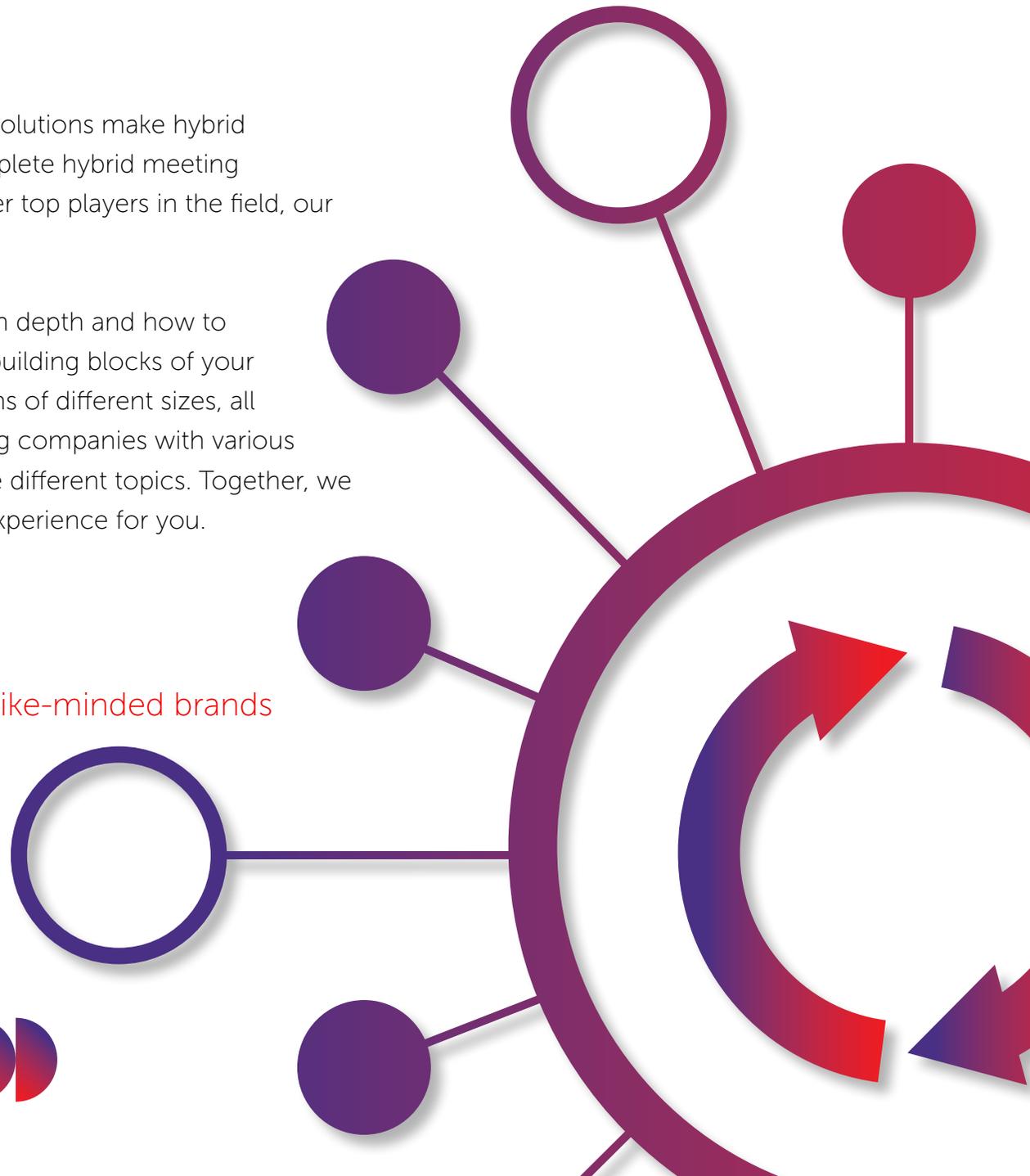


At ClickShare, we believe in **collaboration**. Our wireless solutions make hybrid collaboration flow with one click. To build the most complete hybrid meeting ecosystem for our customers, we also team up with other top players in the field, our **alliance partners**.

In this ebook, we discuss the meeting room ecosystem in depth and how to assure a seamless integration. We uncover the different building blocks of your meeting room ecosystem and provide tips to equip rooms of different sizes, all with ClickShare at the heart. Our alliance partners, leading companies with various expertise, join the conversation and give their take on the different topics. Together, we join forces to create the easiest and most intuitive user experience for you.

At Barco, we love to team up with other like-minded brands who are committed to optimizing collaboration in hybrid meetings, so we can offer our customers a complete meeting room ecosystem for any meeting. Because great things happen, when partners click.

David Fitzgerald, VP Global Alliances, Barco



What is a hybrid meeting room ecosystem?

A **meeting room ecosystem** is the whole of technologies, hardware and software, that is needed to create productive hybrid meetings. By equipping smart meeting rooms with the right tools that work together seamlessly, remote and in-office team members are (re)united in effortless collaboration. If you want to create an easy-to-use, straightforward hybrid meeting room it's important to thoroughly **design the set-up upfront**. Implementing technology in the workplace can be tricky: you don't want users having to consult the IT department every step of the way.

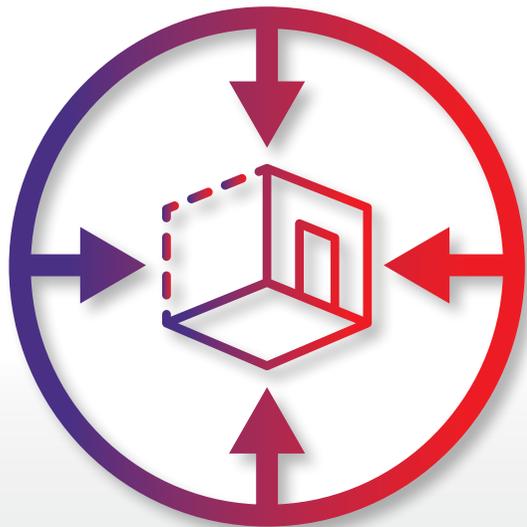


Creating an optimized and equal experience for every single member of the hybrid workforce is essential for engagement and productivity. Work is no longer a place you go, it's what you do. Professional audio and video technologies allow seamless and equitable hybrid interactions regardless of physical location.

Jay McArdle, Product Director,
Technology Partners, Poly

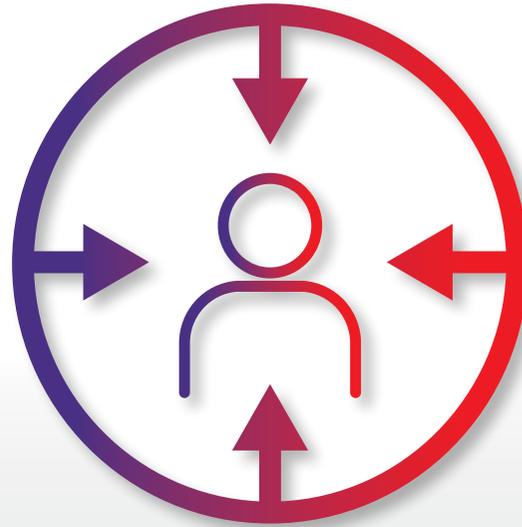


There are 2 approaches to equipping your meeting room:



1. Room-centric:

A preconfigured room conferencing system, purpose built for a native UC&C platform like Microsoft Teams or Zoom Room. This approach suits structured and planned meetings where people work with the tech at hand.

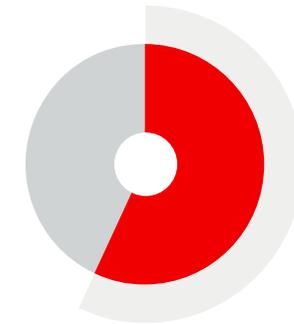


2. User-centric:

Employees work from anywhere, whether it is a meeting room or flexible space, and host calls from their own laptop with Bring Your Own Meeting (BYOM). Users can use any UC platform they want to host a call.

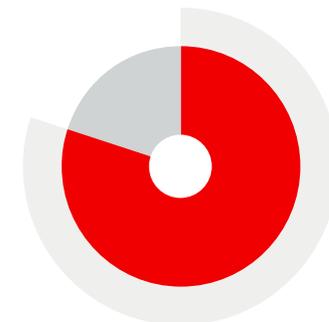
57%

of employees believe the meeting room will be the most frequently used office space in the future.



80%

of employees believe easy-to-use tech can make meetings better.

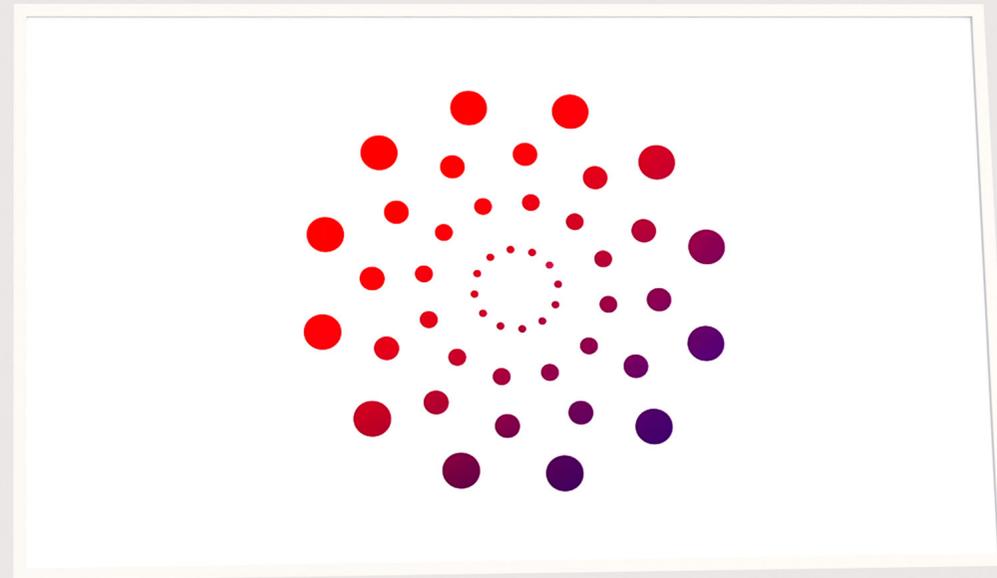


From Barco ClickShare research 2021
"Outlook for the post-covid workplace"

The essentials in a meeting room ecosystem

1. Display

A good display is crucial to connect with remote participants. See and be seen. You don't want users to have to huddle behind one tiny laptop screen to be able to see remote participants. A meeting room screen (LED or LCD) with **good image quality and high reliability** makes hybrid communication easier and more impactful.



How to choose a display for the hybrid meeting room:

- **Display type and size:** Pay attention to **viewing distance and angle**. Room dimensions, lay-out and number of seats will determine the acceptable visual performance. Everyone in your meeting should have the same opportunities to share and engage.
- **Display purpose:** How will the display be used? If details need to be razor sharp on screen, then invest in a display with **high resolution**.
- Providing the right screen **size** to **accommodate all your content and see the remote participants**, will keep your participants engaged and allow for a successful meeting.
- **A touch-enabled** display makes the meeting collaboration interactive and engaging.

Alliance partner **Sharp** offers a wide range of displays with outstanding resolution. ClickShare enables universal sharing on Sharp displays, so you can share from any device (laptop, tablet or smartphone). Moreover, TouchBack allows you to control your laptop from touch-enabled screens switching to the next slide with just the touch of a finger.

See sharpusa.com/displays

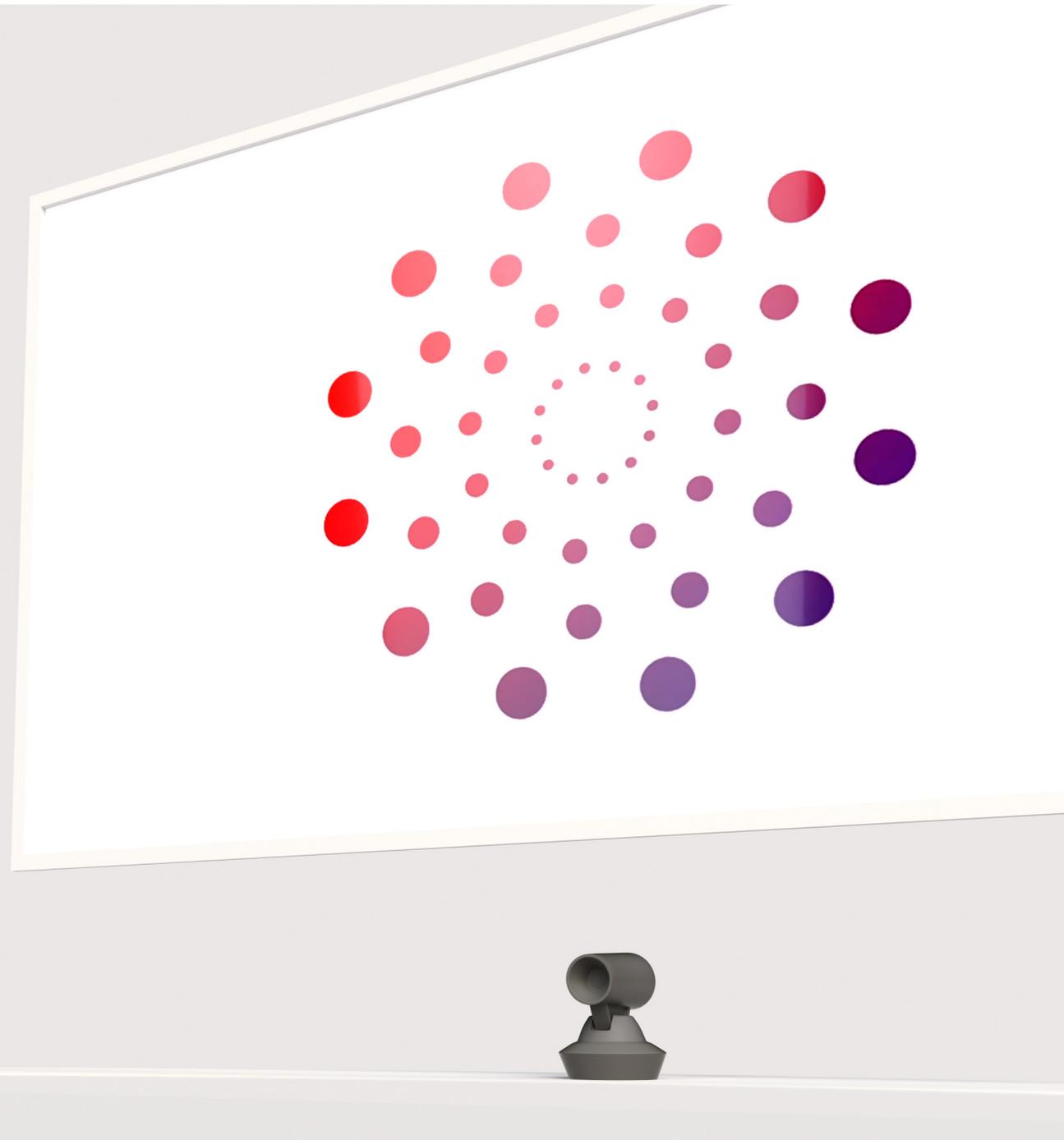
SHARP



2. Video peripherals

A video conferencing camera in the meeting room is essential to connect hybrid teams. Remote meeting participants need to feel just as engaged as in-office participants.

Impeccable video quality in a room ensures everyone sees each other perfectly, so they can start collaborating without fuss.



Interesting camera features for your smart conference room:

- **PTZ cameras:** Pan-Tilt-Zoom cameras allow for camera movement during the meeting. They shift the focus on whoever is presenting.
- **Wide-angle view:** Cameras with a wide range make sure everyone in the meeting room is captured on screen/in the remote view.
- **Lighting features:** Some cameras can adjust brightness levels to show meeting participants in flattering light, even in dim lighting conditions.
- **Artificial Intelligence:** With AI features like auto-framing and speaker tracking, the camera automatically focuses on who is speaking.

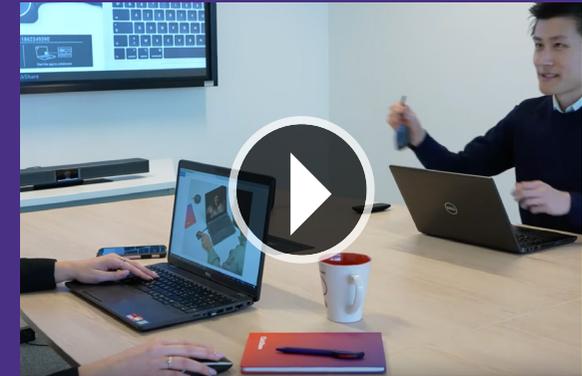
Jabra's PanaCast 50's Virtual Director uses both AI-based video and audio streams to automatically adjust the frame according to what's happening in the meeting. High-power Edge-AI algorithms intuitively follow the meeting, focusing only on the active speakers for the most immersive far-end video collaboration experience. Analytics inform IT when social distancing rules aren't being followed. And to add to the full collaboration experience, intelligent algorithms automatically capture and live-stream whiteboard content in real-time.

[Learn more](#)



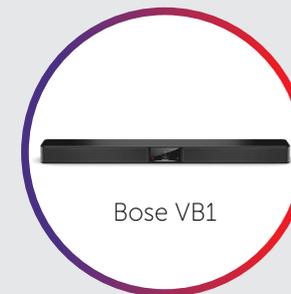
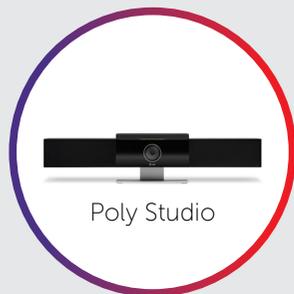


See more. Hear more.
Work better.



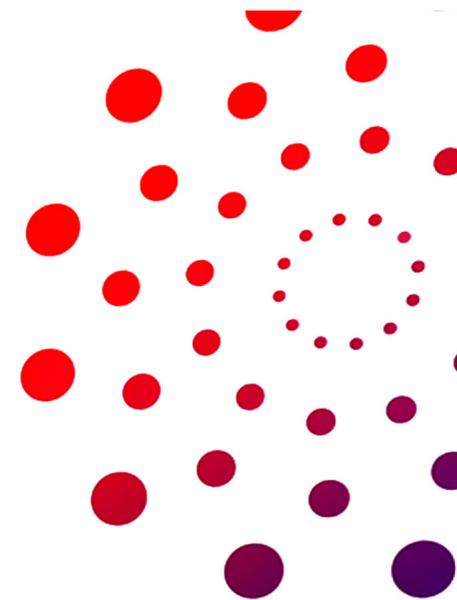
Check out our demo video for the
ClickShare and Bose VB1 VideoBar™.

If you are looking for a fast, budget-friendly way to make your conference room hybrid-proof, an **all-in-one AV solution** where video and audio are combined may be the way to go.



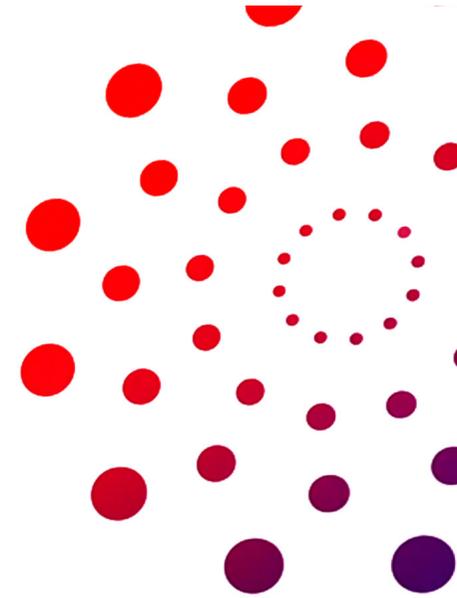
3. Audio peripherals

Good quality audio in your meeting room makes sure all participants feel connected and can hear each other perfectly without interruptions. Choose speakers, microphones or speakerphones that capture full **clear audio and voice clarity** in and from every corner of the room.



For an optimal audio experience:

- **Directional audio or automatic speaker tracking:** have the mic/speakerphone focus on the participant who has the floor.
- **Noise cancelling:** reduce background noises and focus the mic on the speaker.
- **Volume capacity:** make sure everyone is heard and can hear, even if they're in the back of the meeting room.
- **Scalability:** easily add extra speakers or mics for larger rooms.



Advanced audio conferencing is fundamental to creating the conditions that help teams, including remote workers, imagine and execute the next big idea. The latest in audio conferencing technology lets you be heard from anywhere in the room for a more natural remote collaboration experience.

Nureva's patented [Microphone Mist technology](#) provides true full-room coverage. It fills a room with virtual microphones so everyone can be heard everywhere in a space, and remote callers feel like they're in the room with the team. Hear it for yourself and book a live on-line demo with one of Nureva's audio conferencing specialists using Barco ClickShare Conferencing and a Nureva audio conferencing system. Find out more on nureva.com/barco



Digital Signal Processing (DSP) plays a big part in determining whether speech audio in your meeting room sounds intelligible and natural. DSP is available as an invisible feature of the microphone, a stand-alone box, or software running on a PC. [Read more.](#)

Shure IntelliMix® DSP delivers intelligent, echo- and noise-free mixing and enhances every aspect of conference audio. From microphones to DSPs to loudspeakers, the Shure Microflex Ecosystem offers a complete portfolio of networked audio solutions that can be precisely tailored to your needs. Simply USB-connected with ClickShare Conference, Shure IntelliMix® DSP offers best in-class collaboration experiences in any room. [More information.](#)



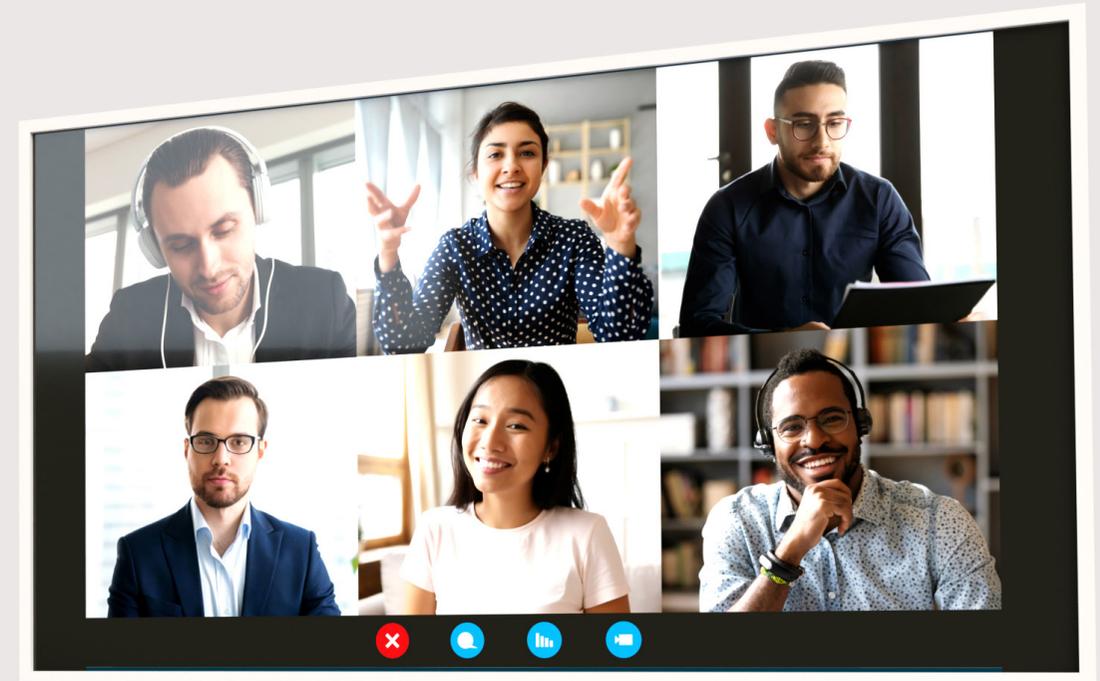
Entering today's digital workplace, means **investing in flexible, scalable wireless conferencing ecosystems**, combining the best in collaboration and the best in sound quality.

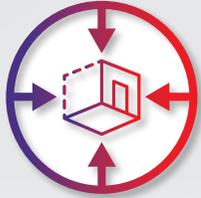
Combined with ClickShare Conference, **Yamaha's** wide range of UC conference phones offers different device configurations that perfectly match your room, group size, and collaboration needs. [Read more](#) on our joint solutions.



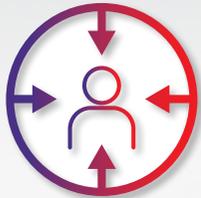
4. UC&C platform:

UC&C platforms make setting up a video conference easy and intuitive. They are the perfect way to connect remote and in-office workers and paramount in any meeting room ecosystem.





With a **room-centric** approach, the platform comes natively with the room system. In a **user-centric** approach, you can enable Bring Your Own Meeting (BYOM) and facilitate multiple platforms.



Whatever you choose, ClickShare can work for you.

ClickShare Present is the perfect add-on for smooth wireless presentation in fixed room set-ups, while **ClickShare Conference** enables true BYOM.



70%
prefer BYOM



Multilingual challenges in your hybrid meetings?

ClickShare Conference supports **KUDO**, a cloud-based solution for video conferencing in multiple languages. KUDO streams real-time language interpretation to participants' smartphones and computers, so everyone can join the hybrid meeting in their own language.

Check out [Kudo's whitepaper.](#)



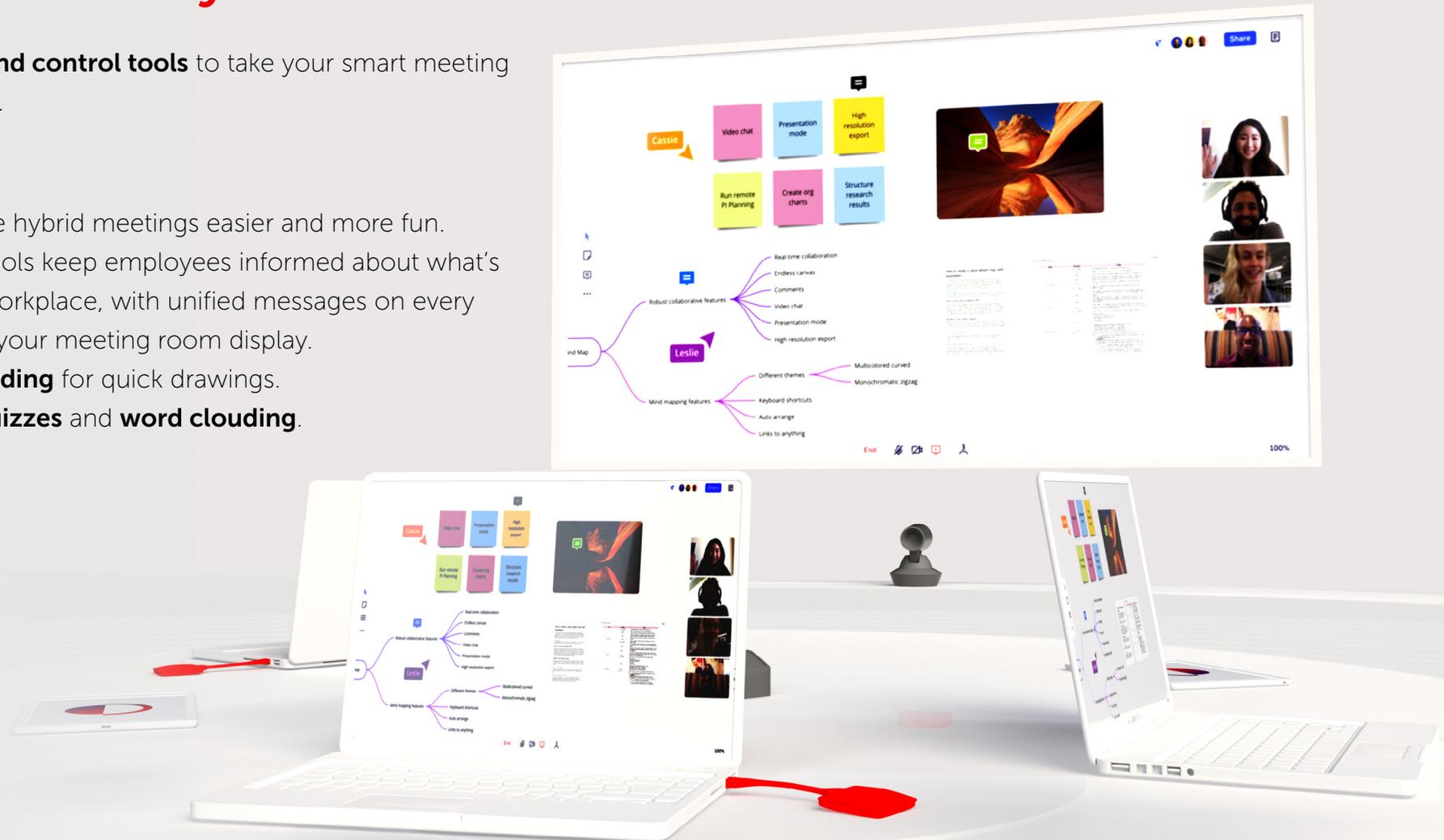
5. Productivity and control tools

Add **productivity and control tools** to take your smart meeting room a step further.

For the user:

Add tools that make hybrid meetings easier and more fun.

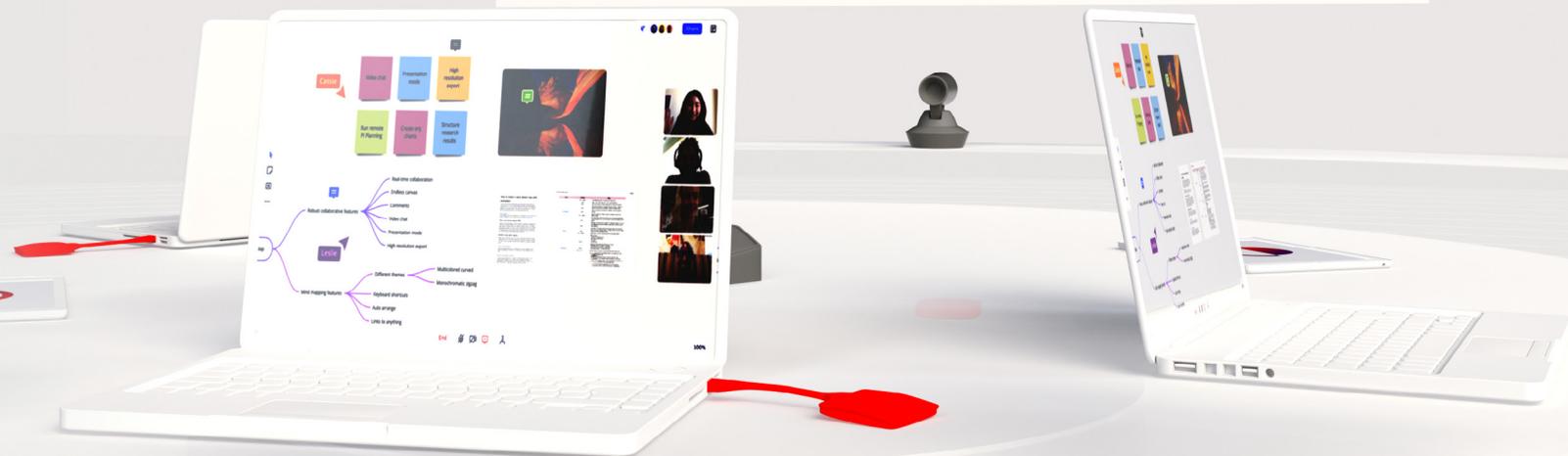
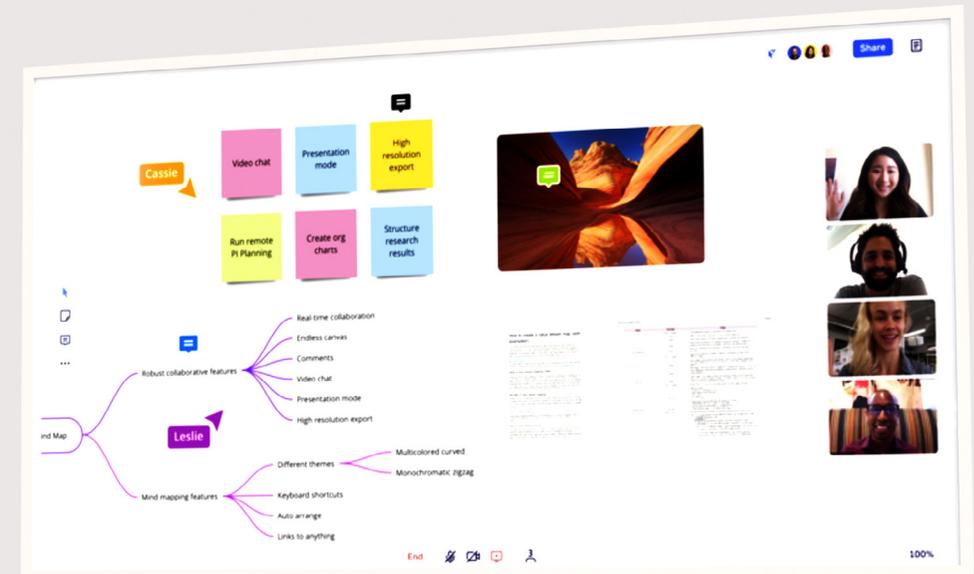
- **Digital signage** tools keep employees informed about what's going on in the workplace, with unified messages on every device, including your meeting room display.
- **Digital whiteboarding** for quick drawings.
- Quick **surveys, quizzes** and **word clouding**.



For IT manager:

Add tools to manage and analyze meeting rooms.

- **Monitor and manage** devices centrally and remotely.
- **Meeting room analytics** give insights in the use of your meeting rooms, such as how often it's being used, with how many participants, ...



ClickShare is easy to use and manage:

In certain high-value environments you can benefit from integrating ClickShare into the AV&C system.

With ClickShare and **QSC**, you can also **'bring your own meeting'** to **high value spaces**, leveraging the sound and video of the room AV system with your own device. The Q-SYS Platform, an integrated, software-based AV&C system leverages a software-based approach and native devices to streamline integration, simplify scaling, and control costs so users can focus on meeting their business objectives. The [Barco control plugin for Q-SYS](#) emulates the ClickShare experience within the Q-SYS environment enabling configuration, control and monitoring for ClickShare devices. It also gives users access to controls from the same UCI as their in-room AV controls, simplifying the overall user experience.

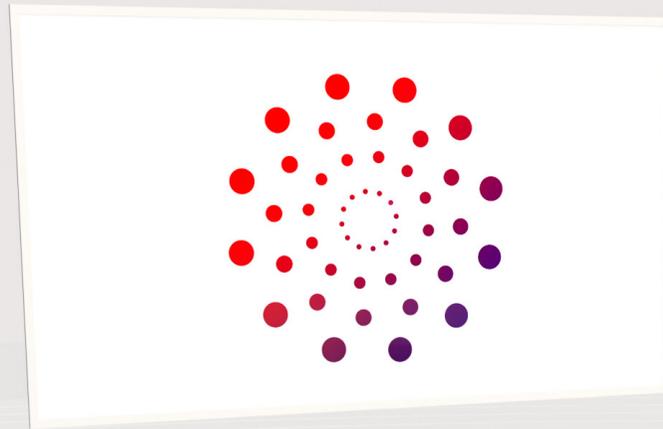
The QSC logo is displayed in a bold, blue, sans-serif font. The letters 'Q', 'S', and 'C' are connected at the top, with a small trademark symbol (TM) to the upper right of the 'C'.

QSCTM

6. Content sharing tools

Easy content sharing makes meetings more productive, even more so now that everyone is used to a 'share screen' button in their online meetings. In hybrid meetings, a content sharing tool like ClickShare helps to **make content sharing just as easy** as in remote or virtual meetings.





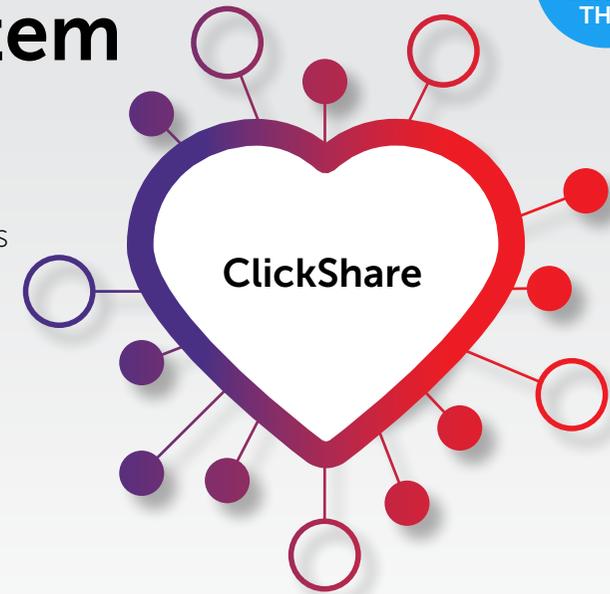
ClickShare Conference enables wireless conferencing with **BYOM** (Bring Your Own Meeting) – hosting calls from any device and on any UC&C platform – and has the widest compatibility with AV peripherals in the market. **ClickShare Present** is the perfect solution to enhance the user experience in fixed room systems like Microsoft Teams or Zoom Room, making sure that anyone can share content with confidence from their own device (**BYOD**). [Read more.](#)



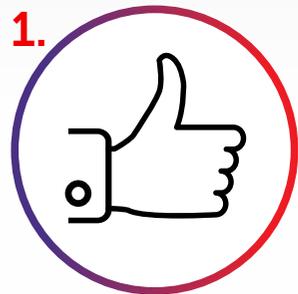
ClickShare at the heart of the hybrid meeting room ecosystem



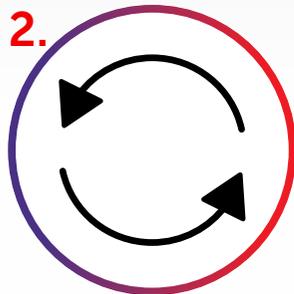
ClickShare is what ties your meeting room ecosystem together. It connects all the devices wirelessly and enables content sharing with just one click. Moreover, it enables Bring Your Own Meeting (BYOM), allowing employees to host hybrid meetings from their laptop.



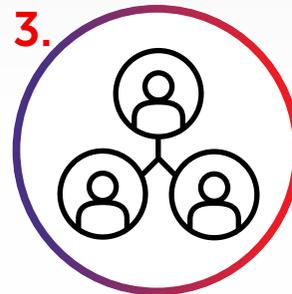
Why install ClickShare in your ecosystem?



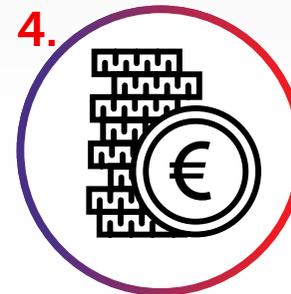
Easy to use
& set up



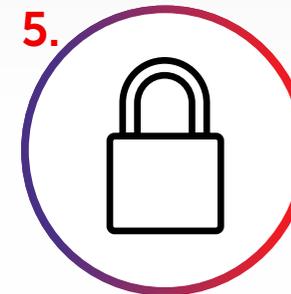
Futureproof
investment



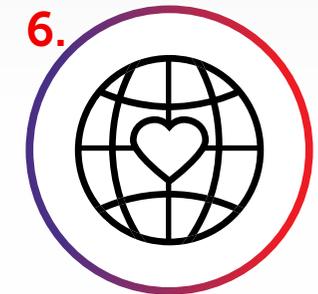
Works with any
device, platform &
peripheral



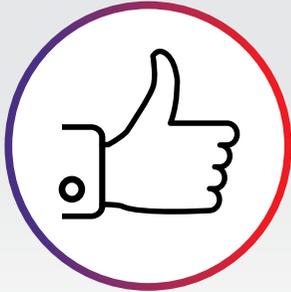
Guaranteed
ROI



Secure
at heart

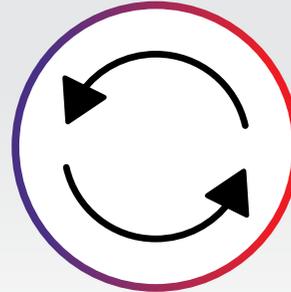


Kind
to our planet



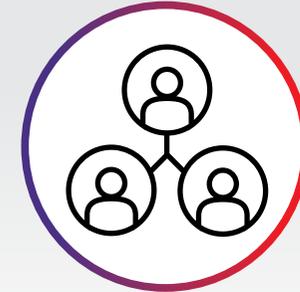
1.
**Easy to use &
set up**

User experience is a priority in the meeting room ecosystem. With ClickShare, users can start their hybrid meeting within seconds, without fussing with settings or cables. Set-up is so easy that you can transform any meeting room into a hybrid collaboration room overnight.



2.
**Futureproof
investment**

Every ClickShare product comes with 5 years of SmartCare service coverage. This includes regular free software updates and access to our management platform. By choosing your other meeting room ecosystem devices from alliance partners, sustained compatibility is certain, no matter what new tech trends bring. All devices are thoroughly tested with new software updates.



3.
**Works with any device,
platform & peripheral**

ClickShare is agnostic: it works with any device (laptop, tablet, smartphone), any UC&C platform and has the widest compatibility with AV peripherals in the market.



4. Guaranteed ROI

Including ClickShare in your smart meeting room not only improves collaboration and increases productivity. As ClickShare works with your existing AV solutions, you also save on IT budgets. There's no vendor lock-in or need for additional investments. Discover the ROI of your ClickShare investment with our [ROI calculator](#).



5. Secure at heart

ClickShare is the only ISO 27001 certified wireless solution on the market. Your security, privacy and confidentiality are safeguarded at all times. [Find out more](#) about how ClickShare keeps your company safe.



The special security offered by Barco ClickShare is really an asset that is not to be underestimated. When looking for a corporate solution, security might be one of the most important things to keep in mind, and ClickShare delivers on all fronts there.

John Fisher, Director of Sales, 42 Digital Signage

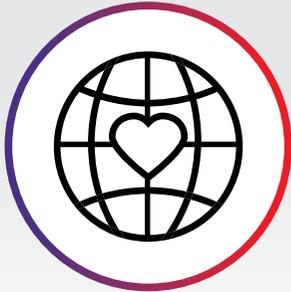




6. Kind to our planet

ClickShare is a sustainable choice. The design, performance, packaging and product lifecycle are all based on ecological choices and continuously improved. That's why all ClickShare products have an A-label in the Barco ECO-score.





We experience an ever-increasing demand for collaboration products to cater for the hybrid workplace needs. At the same time, more and more organizations consider the climate impact when planning for equipment investments. Together Konftel and Barco are able to offer sustainable video conference solutions to help end customers achieve their green goals.

Stefan Eriksson, CMO, Konftel



[Read more](#) on how sustainability is built into Konftel's business concept and their Climate Neutral Certified status.
[Discover our joint solutions.](#)

Are your devices compatible with ClickShare?

Are your devices compatible with ClickShare?

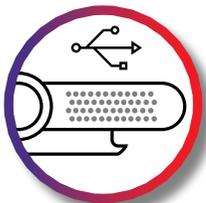
ClickShare is **agnostic**: it works with your device (laptop, tablet, smartphone), your UC&C platform (Microsoft Teams, Zoom, Webex...) and has the widest compatibility with AV peripherals in the market. So, it's very likely that your existing or desired peripherals are compatible with ClickShare.

How to know for sure?

- Certified Devices from our Alliance partners are guaranteed to work and keep working in the future with upcoming software updates. Scan the QR code below for more information.
- Or check our database of compatible AV peripherals [here](#).



3 configurations are possible



All-in-one device (camera and speakerphone in 1 device with 1 USB output) with USB 2.0



Set-up of 1 camera and 1 speakerphone (integrated speaker and microphone) with USB 2.0



DSP and mixers leveraging audio and/or video equipment with USB 2.0



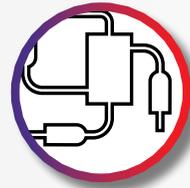
Pay attention if:



Your device requires more power?



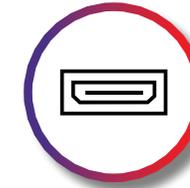
Connect your device with a USB-C or via a powered USB hub.



You want to connect multiple devices?



Connect your devices via USB switch. Make sure only 1 camera and 1 speakerphone are active at any point in time.



You have an HDMI camera?



Use a HDMI to USB converter to connect your camera.

We don't support:

- Separate microphone and speaker (even when connected via USB)
- Microphone in camera or in display (without being part of a speakerphone)
- Audio over HDMI when speakerphone connected



The same, seamless collaborative experience in every room size

How extensive your meeting room ecosystem needs to be, depends on the size of the room. The bigger the space, the more powerful mics and speakers you need, for example. There is one constant however: with ClickShare you always get the same, seamless collaborative experience.

Room solutions with Logitech

Looking for a way to transform your meeting room overnight? Together with our Strategic Alliance partner Logitech, we offer out-of-the-box room solutions for small, medium and large rooms. [Here](#) is an easy overview of everything you need for your meeting room ecosystem with ClickShare and Logitech.



logitech



Creating efficient spaces is critical for a great meeting environment. From boardroom table and credenzas to mobile carts, **Salamander** takes special care to incorporate the implications of adding the right technology seamlessly. [Learn more.](#)

 **SALAMANDER**
DESIGNS

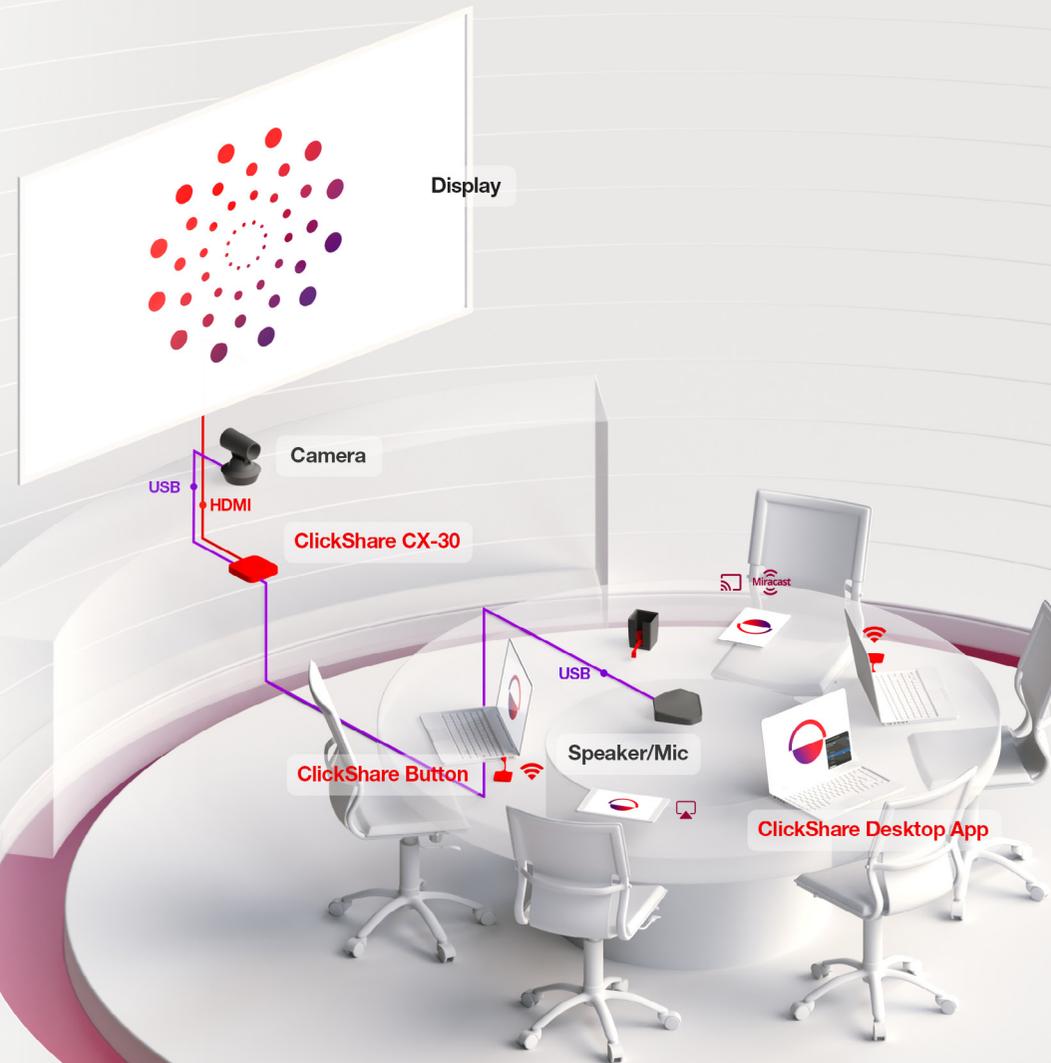
Small meeting room

Small meeting rooms or huddle spaces have room for **up to 4 people**. It's where employees will gather for a one-on-one or quick discussion. A compact all-in-one device with both audio and video combined is a great choice here. It saves space while delivering exactly the quality you need for a small space. Add a ClickShare and you're ready to go!



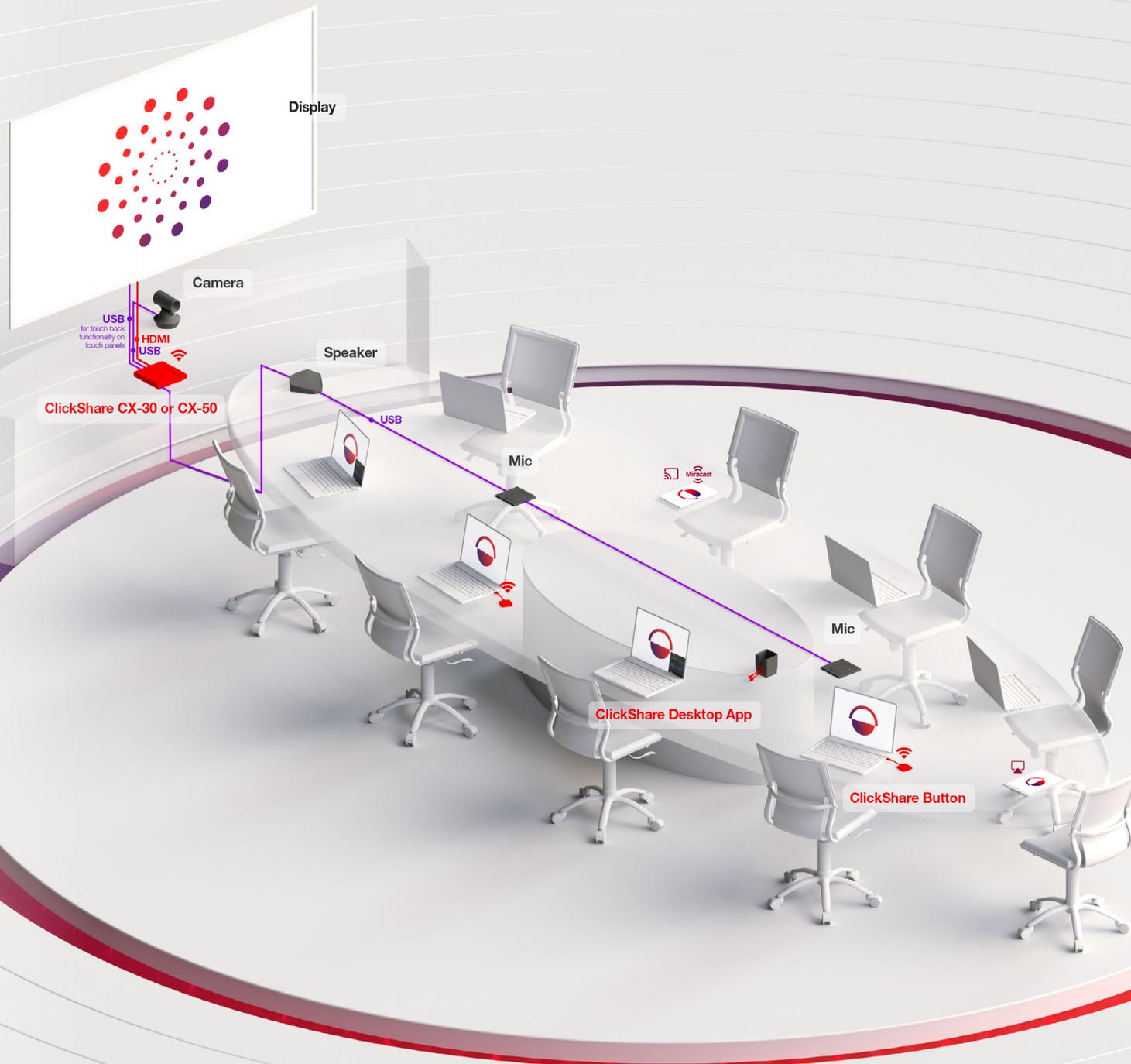
Medium meeting room

As rooms get bigger, tables grow longer and people sit further away from the camera. That's why in a medium meeting room **up to 8 people**, you need a more advanced camera and speakerphone set-up so that everyone can be seen and heard clearly. A PTZ camera for example will be able to adjust to the number of people in the room and focus on the speaker.



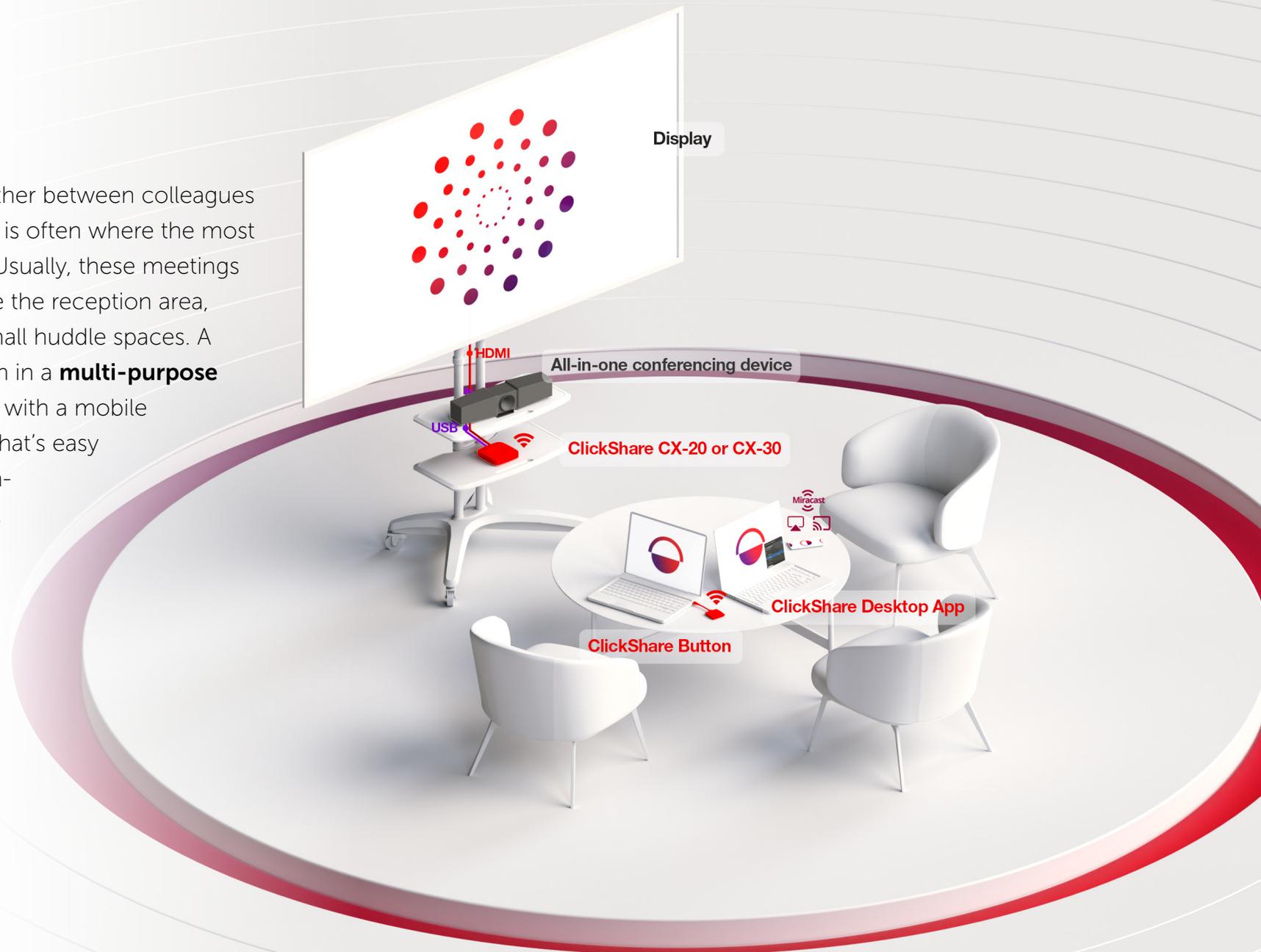
Large meeting room

Large meeting rooms **for 8 people and up** will need multiple mics spread across the room and a wide-angle camera to reach sound & video in all corners of the meeting room. Moreover, your display must be big enough to make sure everyone can see the shared content clearly. In addition, ClickShare can help to moderate content or add interactivity features like annotation or blackboarding in high-end boardroom set-ups.

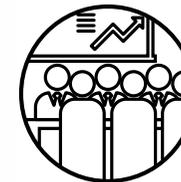
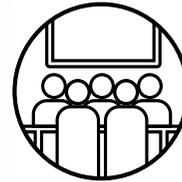


Flexible space

A quick, ad hoc get together between colleagues to discuss a certain topic is often where the most interesting ideas sprout. Usually, these meetings occur in open spaces like the reception area, cafeteria or dedicated small huddle spaces. A meeting room ecosystem in a **multi-purpose** space is ideally equipped with a mobile cart with AV peripherals that's easy to move around. An all-in-one device (camera, mic, speakers) is a good choice here, as it is compact and easy to install.



Which solution fits your meeting room?



	Small meeting room	Medium meeting room	Large meeting room	Flexible space
Room size	2-4 people	4-8 people	8 people and up	
Display	Up to 60"	65-86"	Up to 100" LED + projection	Up to 60"
Audio & video	All-in-one audio/video device	PTZ camera + speakerphone	Wide-angle camera and ceiling solutions for mics & speakers	Mobile cart with AV peripherals
Wireless BYOM	ClickShare CX-20 or ClickShare CX-30	ClickShare CX-30	ClickShare CX-50	ClickShare CX-20 or ClickShare CX-30
Wireless BYOD	ClickShare C-5	ClickShare C-10	ClickShare C-10	ClickShare C-10



Meet the ClickShare ecosystem

Get to know our Alliance partners! ClickShare has partnerships with different brands for all kinds of products (AV peripherals, displays, UC&C platforms, ...) in the meeting room ecosystem. The main advantage of these partnerships for the end-user is the guaranteed compatibility, you can be sure that your devices will work together and keep working together in the future. Moreover, we work together closely with our strategic partners in search of new innovations and joint solutions.

There are 3 types of partnerships:



Compatible

The partner tests his solutions to guarantee compatibility with ClickShare. Each software update requires new testing.



Certified

Both Barco and the partner test the solutions to guarantee compatibility with ClickShare. With every new software update, sustained compatibility is ensured.



Strategic partner

Both Barco and the partner test the solutions to guarantee compatibility with ClickShare. With every new software update, sustained compatibility is ensured. In this close partnership we work on joint solutions.

We team up with:



Camera & peripherals partners

Peripherals like speakers, microphones, video cameras and displays ensure that everyone in the meeting can see and hear each other perfectly.



UC&C partners

Every hybrid meeting needs a UC&C platform. ClickShare Conference is agnostic: we work with any UC&C platform, which gives you the flexibility to combine ClickShare with your platform of choice.



Productivity & control partners

Our productivity and control partners enhance your collaboration even further, by adding interesting features such as digital whiteboarding, room scheduling, device management, interactive quizzes, ...



Workplace solutions partners

Design and technology are the cornerstones for collaboration. That's why Barco partners with companies who design innovative solutions for the workplace such as furniture, carts, stands, ...

ClickShare

About Barco

Barco designs technology to enable bright outcomes around the world. Seeing beyond the image, we develop visualization and collaboration solutions to help you work together, share insights, and wow audiences. Our focus is on three core markets: Enterprise (from meeting, classroom and control rooms to corporate spaces), Healthcare (from the radiology department to the operating room), and Entertainment (from movie theaters to live events and attractions). In 2020, we realized sales of 770 million euro. We have a global team of 3,300 employees, whose passion for technology is captured in 461 granted patents.

About ClickShare

ClickShare, the wireless presentation and conferencing hub, makes hybrid meetings flow. From simple screen sharing to running the meeting from your laptop, all it takes is one click. Everyone's part of the conversation, everybody feels welcomed and valued.

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ENABLING BRIGHT OUTCOMES